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ABSTRACT

The first part of a two-part, two volume study deals with adults aged 18-55 and identifies target populations and communications strategies for encouraging personal action steps to prevent drunk driving. Fully 54% of adult Americans participate once a month in social or business situations where alcohol is served. They are termed Alcohol Related Situations (ARS)-Involved. This group has the potential for controlling drinking or restraining drunk drivers. The types of measures they are willing to take are restricted to friends and relatives, and include offering to drive, inviting the person to stay over, calling a taxi, and serving food with liquor. Findings, reported largely in tabular form, and recommendations are based on personal interviews with a national probability sample of 1,600 adults. Target populations for advertising are differentiated on the basis of life styles and personality profiles. A Technical Appendix contains: Schematic Flow Chart of Study Operations, Sample Design and Field Procedures, Sample Weighting, Sample Tolerances, U.S. Population Estimates, R Factor Analysis, Q Segmentation Analysis, Validation of Q Analysis, Development of Personality Scores, Fact and Attitude Battery--Full Scale, and a 21-item bibliography. Also included are copies of the interview forms. (NTIS)

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DOT HS-801 400

COMMUNICATIONS STRATEGIES ON ALCOHOL AND HIGHWAY SAFETY

Volume I - Adults 18-55

Contract No. DOT-HS-074-1-096

February 1975

Final Report

PREPARED FOR:

U.S. DEPARTMENT OF TRANSPORTATION

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

WASHINGTON, D.C. 20590

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16. Abstract The study is in two volumes, the first dealing with adults aged 18-55, the second with high school youth. Both identify target populations and communications strategies for encouraging personal action steps to prevent drunk driving. Fully 54% of adult Americans participate at least once a month in social or business situations where alcohol is served; they are termed ARS-Involved. This group has the potential for controlling drinking or restraining drunk drivers. The types of measures they are willing to take are restricted to friends and relatives, and include offer to drive, invite to stay over, call a taxi and serve food with liquor to reduce intoxication. Adults seem less able to recognize impairment in others, but are quite willing to act. They have several misperceptions about causes and solutions of impairment. More than 60 percent mistakenly believe that a can of beer or a drink of wine is less intoxicating than an average drink of liquor. Findings and recommendations are based on a national probability sample of 1,600 adults. Target populations for advertising are differentiated on the basis of life styles and personality profiles.			
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SECTION I**BACKGROUND AND OBJECTIVES**

BACKGROUND

Nearly 55,000 people are killed annually on our nation's highways. About one half of these fatalities are in accidents caused by the drunk driver. The economic cost of drunk driver accidents is estimated to total in the area of 6.4 billion dollars annually.

Growing concern about the drunk driving problem prompted the U.S. Department of Transportation's National Highway Traffic Safety Administration to embark upon a high priority program to combat it. Early in 1971, NHTSA, working with Gray Advertising, Inc., New York, under a no-profit, cost-reimbursement contract, launched an extensive three-year public information/communications effort.

As the program got under way, it was clear that the general population had no awareness or understanding either of the extent of the problem or of its major cause, since all previous public education programs had communicated broadly a "don't drink and drive" message — advice which was too often ignored.

The core of the problem was the relatively small number (8 million) of problem drinkers. Because, realistically, the general public (118 million licensed drivers) frequently drives after moderate drinking, the program's initial objectives were limited to communicating two basic facts:

- . The problem drinker who drives is the major element of the drunk driving problem.
- . The problem of drunk driving is pervasive in our society.

The communication targets were two:

- . The general public
- . Key "influentials", i.e., those professional groups – law enforcement, legal and medical – which could be most effective in combating the situation.

The result was a highly integrated communications and action effort, utilizing the major forms of advertising media and public information.

In addition, special messages were directed at selected population groups who were difficult to reach via regular language, idioms or media channels:

- . Ethnic groups
- . Youth

OBJECTIVES

As part of the second phase of the program, in order to measure the progress made to date and to develop strategy and approaches for future efforts, it became apparent that there was a need to do some major basic consumer research. The objectives of the research were:

- . To measure the accomplishments of the program to date.
- . To know what actions people were willing to take to stop the drunk from driving, and
- . What types of people were willing to take what kinds of actions, in order to best focus future public education efforts.

Early in 1974, NHTSA directed Grey Advertising, Inc. to do the necessary research. The assignment was to conduct major and comprehensive research among high school youth and adults, focusing on involvement in potential drinking and driving situations, and the attitudes of both groups about drunk driving action.

To answer these questions, Grey undertook two major research studies:

- . An Adult Study — results reported in this document.
- . A High School Youth Study — reported in a separate document.

SECTION II**RESEARCH METHOD**

METHOD

For the adult population a two—phase research program was initiated:

I. EXPLORATION: To develop the measurement tool

. Review of Existing Data

Relevant data sources* were reviewed to gain insight into the problem and to help develop appropriate screening questions for the Incidence Check.

. Incidence Check

An "incidence study" was conducted by a national telephone probability sample among 507 adults, 21 to 60 years old, to establish the frequency of social and business alcohol related situations.

. Qualitative Development

The purpose of this stage was to develop hypotheses to be tested in the main Measurement Phase. In addition, it provided us with input as to the correct language to be used in the Fact, Attitude and Potential Countermeasure batteries in the Measurement Phase Questionnaire.

* For bibliography see the Technical Appendix.

II. MEASUREMENT PHASE: To measure the national population according to the objectives of the study.

WHO? 2532 households were screened for eligible adults. 1512 adults between 18–55 were administered personal interviews in their home.

In addition, 1185 households were screened for eligible college students.

148 college students were administered personal interviews in 25 geographically dispersed central locations.

WHERE? Nationwide, using 75 PSU's in Grey's National Probability Sample and 25 central locations for college interviews.*

HOW LONG? The average interview took one hour and fifteen minutes.

WHEN? June–July, 1974.

* Note: For detailed technical discussion on Sampling Plan see the Technical Appendix.

Atomic Bombing Targets

Atomic Bombing Sites

UNITED STATES

CLEAR TYPE
COUNTY TOWNS
UNITED STATES

SECTION III**FINDINGS**

FINDINGS

A. WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST EFFORTS?

B. MARKET DEFINITION

- . What are the market boundaries?
- . Who are the ARS—Involved people?
- . What are their attitudes and knowledge?

C. RECOGNITION OF THE POTENTIAL DWI SITUATION

- . The nature of the alcohol related situation
- . Recognition of the need to act
- . Knowledge of appropriate actions

D. MARKET COUNTERMEASURE POTENTIAL

- . Development of dimensions
- . Countermeasure potential
 - In general
 - Role of the "problem drinker"
 - Role of death or maiming outcome

E. MARKET SEGMENTATION

- . Rationale for grouping ARS—Involved people according to countermeasures
- . Approach used to segment ARS—Involved individuals
- . Countermeasure segments

**A. WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S
PAST COMMUNICATIONS EFFORTS?**

— HIGHLIGHTS —

**WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S
PAST COMMUNICATIONS EFFORTS?**

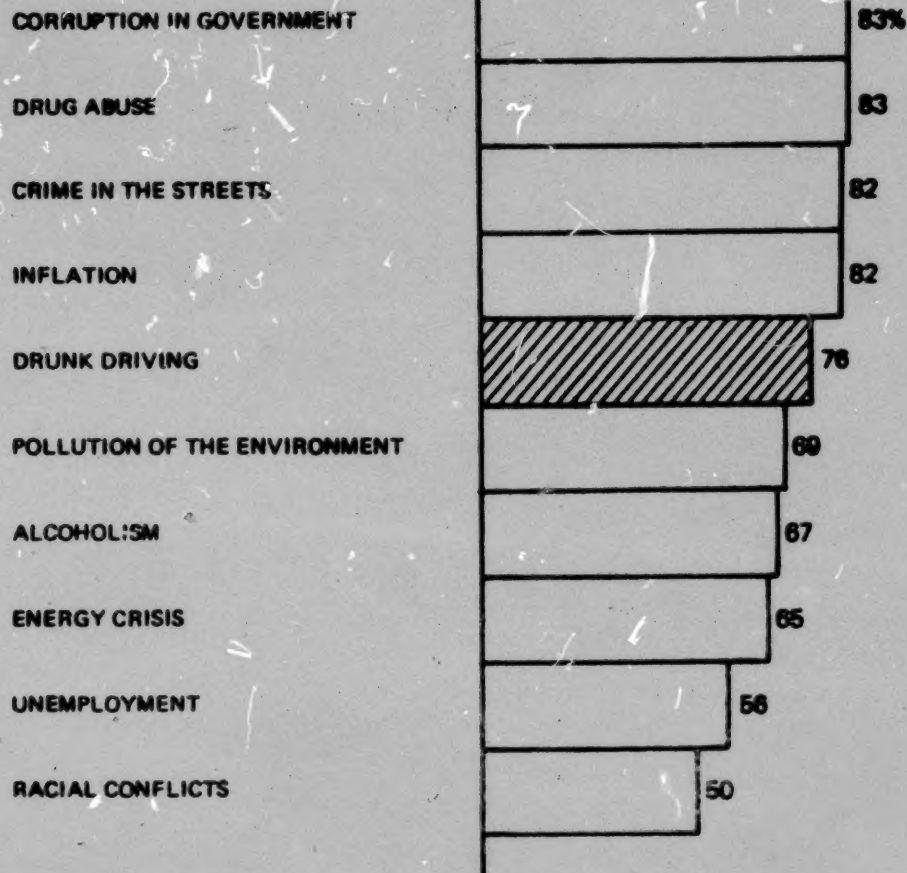
- Significant progress has been made since 1971 when the NHTSA public information program began in increasing people's awareness of the drunk driving problem. It is now seen as a key social issue in the U.S. Over three-quarters of adults rate drunk driving as an "extremely" or "very" important problem. They see it as only slightly less vital than such major issues as corruption in government (83%) and inflation (82%). (It is important to note that this study was conducted during the summer of 1974, a period when coverage of Watergate and the economy dominated the news in the press and on the airwaves.) In fact, drunk driving is now considered by many to be a more important problem than issues like pollution of the environment (69%), alcoholism (67%), the energy crisis (65%) or racial conflicts (50%).
- Significant increases have also been registered in the numbers of people who realize that problem drinkers cause more fatal accidents than social drinkers. Four years ago less than half (47%) of all adults were aware of this fact; today 59% are, a relative gain of 26%.
- There is another very important manifestation of increased popular understanding about the magnitude of the drunk driver problem. That is the very marked rise in the public readiness to pay higher taxes to support law enforcement programs aimed at coping with drunk driving. In 1970, 58% of the people indicated their support for law enforcement approaches funded by increased taxes. By 1974, this number had grown to 85%, a significant proportional increase of 47%.

**WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST
COMMUNICATIONS EFFORTS?**

(Base: Total Sample)

— % RATING "EXTREMELY" OR "VERY" IMPORTANT —

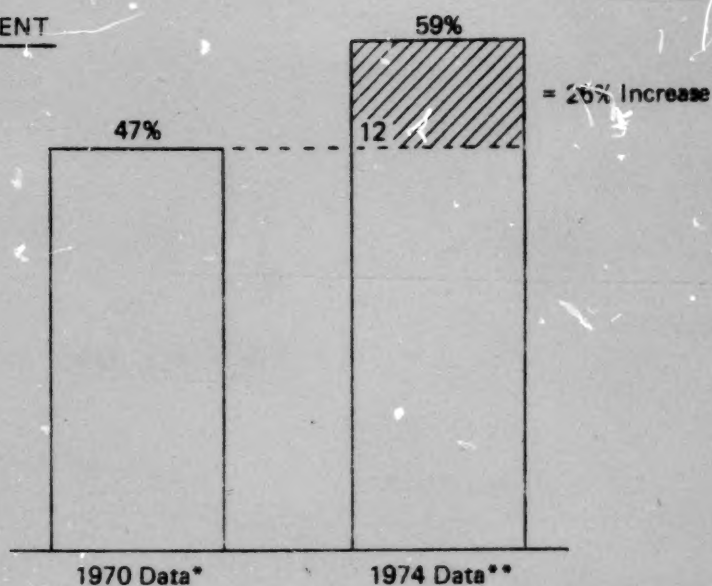
SOCIAL ISSUES:



WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST
COMMUNICATIONS EFFORTS? (CONT'D)

TOTAL SAMPLE AGREEMENT

PROBLEM DRINKERS
CAUSE MORE FATAL
ACCIDENTS THAN
SOCIAL DRINKERS

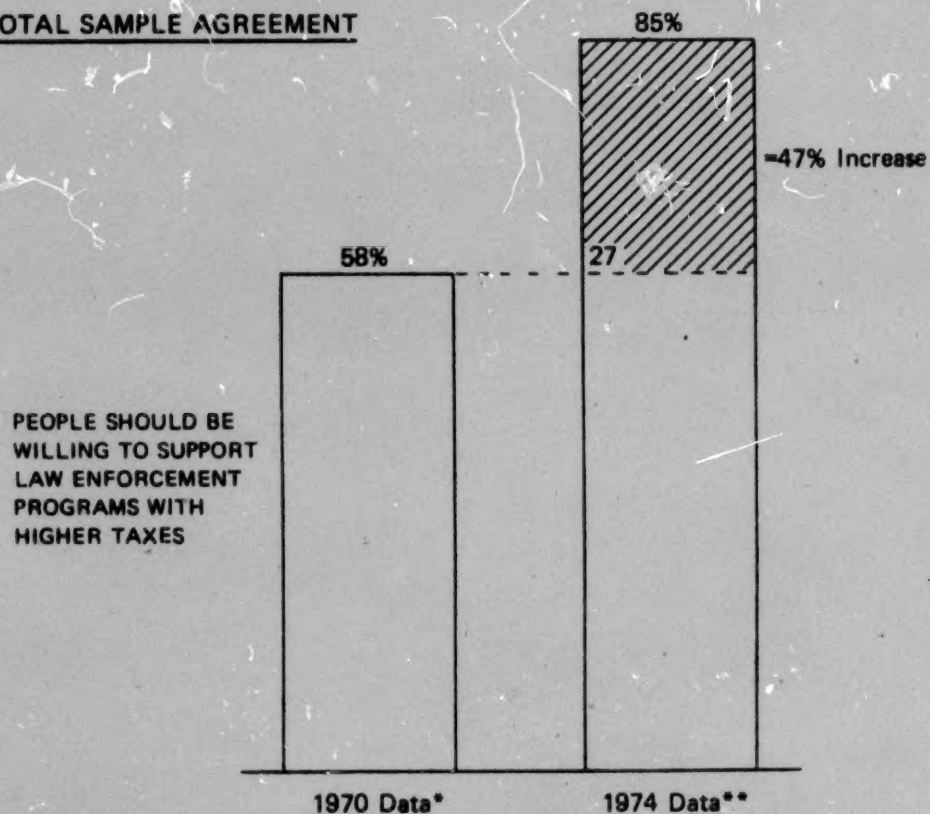


* Public Information and Program Feasibility Study for Alcohol Countermeasures Program, Martin Marietta Corporation, December, 1970.

** A Strategic Study on Alcohol and Highway Safety, Grey Advertising Inc., January, 1975.

WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST
COMMUNICATIONS EFFORTS? (CONT'D)

TOTAL SAMPLE AGREEMENT



* Public Information and Program Feasibility Study for Alcohol Countermeasures Program, Martin Marietta Corporation, December, 1970.

** A Strategic Study on Alcohol and Highway Safety, Grey Advertising Inc., January, 1975.

In addition to evaluating the accomplishments of NHTSA's communications efforts to date and determining where public attitudes currently stand, the study was designed to obtain research guidance for determining future countermeasure strategies and the best means of communicating them. This is extremely important for the public service advertiser who isn't in a position to target his media, but who must target his message so as to aid in capturing the attention of relevant members of the public. The remainder of the presentation deals with these issues.

B. MARKET DEFINITION

- . What are the market boundaries?
- . Who are the ARS—Involved people?
- . What are their attitudes and knowledge?

— HIGHLIGHTS —

MARKET DEFINITION

• Social drinking is a common pattern of behavior indulged in frequently by a broad cross-section of the public. Fully 54% of Americans between the ages of 18 and 55 participate at least once a month in social or business situations where alcohol is served; they are termed **Adult ARS—Involved**.

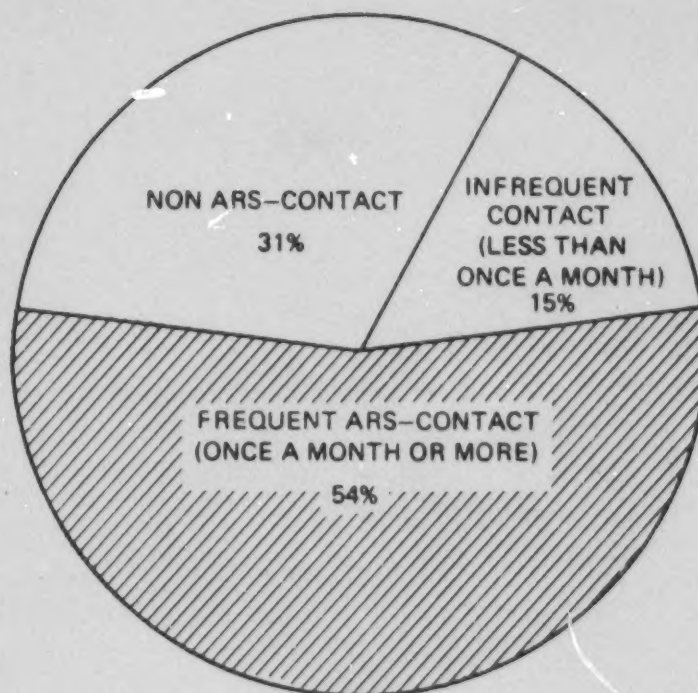
• The ARS—Involved group has by far the greatest opportunity to stop drunken driving, since they are actively involved in fully 87% of the instances where it could occur. Those most likely to be present at ARS—Involved situations are those with the most potential for restraining other drunk drivers. In addition, they are most likely to be in a position themselves, if drunk, of needing to accept similar restraint. They are not just innocent bystanders, but are present and actively involved at the times and places when and where drunk driving is most likely to start.

Although this group draws from all ages, education levels, incomes, occupations, both sexes and all regions of the country, there are some variations from the national population.

- demographically, they tend to skew slightly younger and more male. They are also more upscale, and less Southern.
- psychographically, they are more independent, self-assured and willing to help their close friends but not others. They are apt to use their own judgement in deciding what to do and not to rely on the letter of law for direction.
- attitudinally, they tend to be more positive about alcohol than do others.
- behaviorally, they are more apt to be drinkers, and to drink more when they do drink. In an average week, 89% of them drink at least once a week. Almost one-fifth drink on five days or more, and when they are at alcohol-related social (ARS) occasions, many drink a lot - 70% say they consume from three to nine drinks at such affairs.

**HOW FREQUENTLY DOES THE 18-55 YEAR OLD POPULATION HAVE
CONTACT WITH THE ALCOHOL RELATED SITUATION?**

(Base: Total Sample)



HOW FREQUENTLY DOES THE 18-55 YEAR OLD POPULATION
HAVE CONTACT WITH THE ALCOHOL RELATED SITUATION?

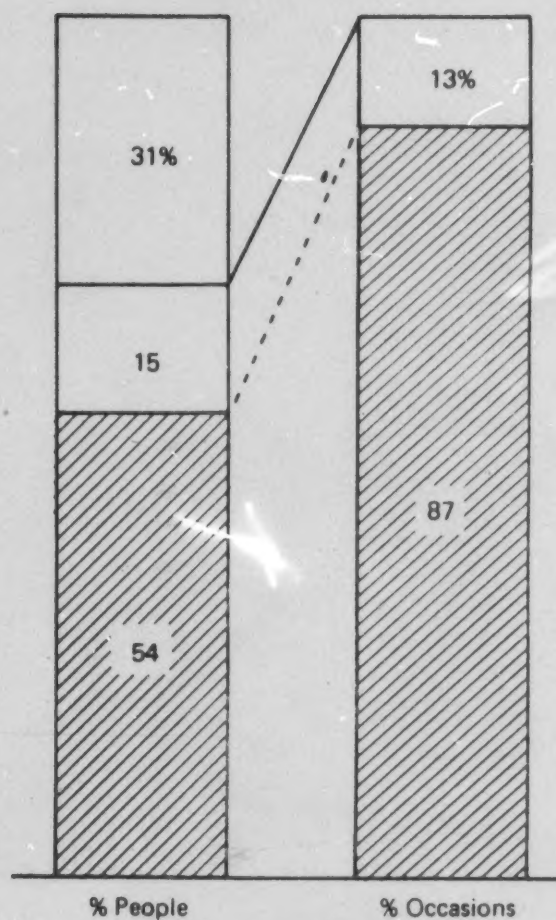
(Base: Total Sample)

FREQUENCY OF CONTACT WITH
ARS IN PAST 3 MONTHS:

NONE

INFREQUENT (LESS THAN ONCE A MONTH)

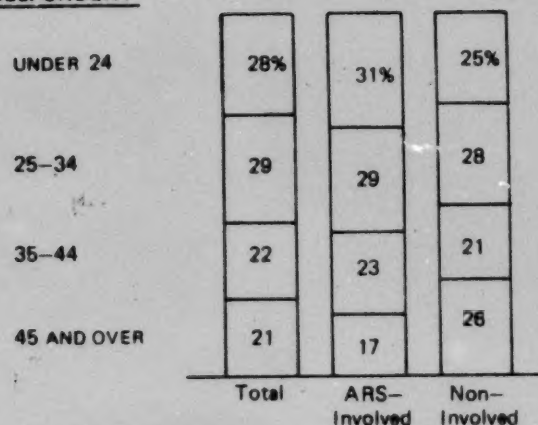
FREQUENT (ONCE A MONTH OR MORE)



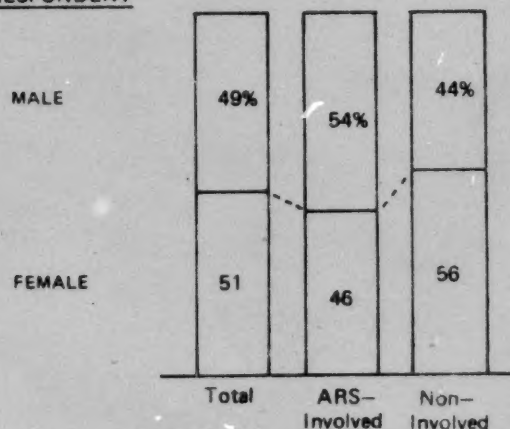
WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF THE ARS-INVOLVED GROUP?

(Base: Total Sample)

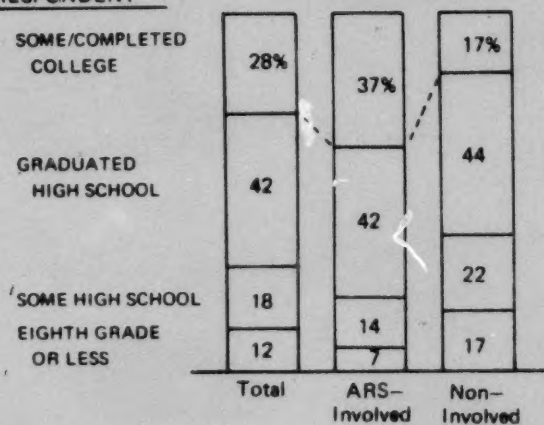
AGE OF RESPONDENT



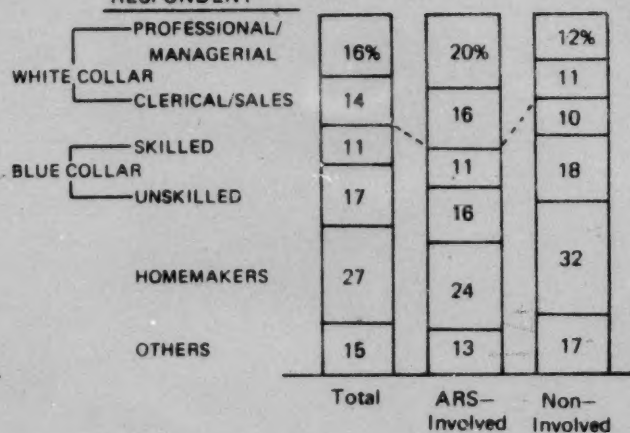
SEX OF RESPONDENT



EDUCATION OF RESPONDENT



OCCUPATION OF RESPONDENT*

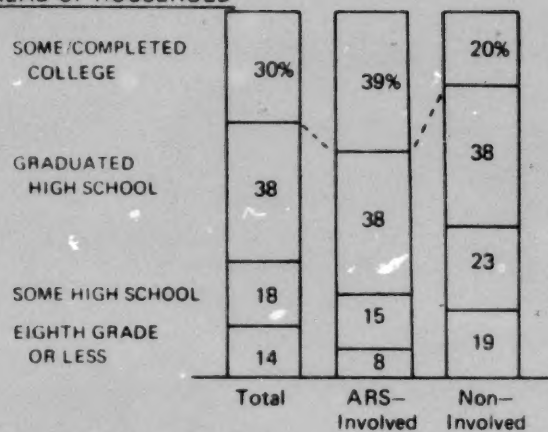


*Does not include those respondents currently in college.

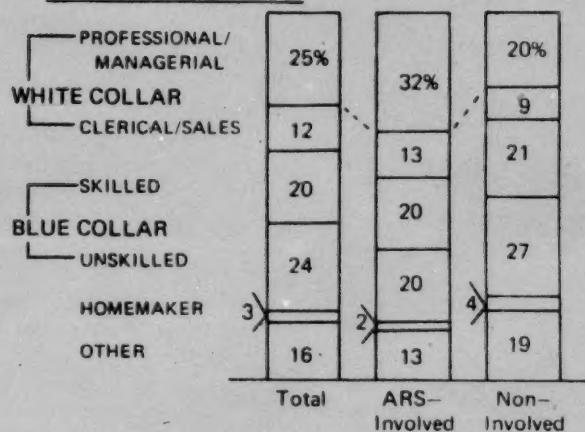
WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF THE ARS-INVOLVED GROUP?

(Base: Total Sample)

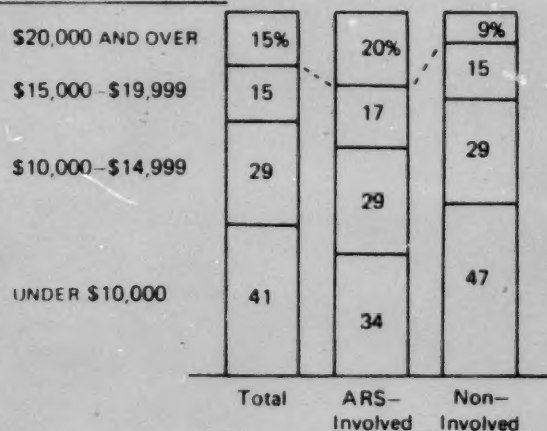
EDUCATION OF HEAD OF HOUSEHOLD



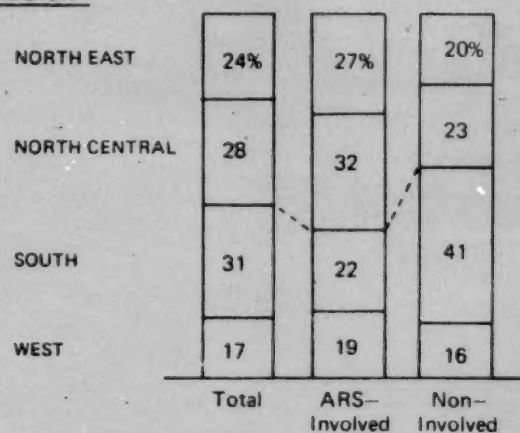
OCCUPATION OF HEAD OF HOUSEHOLD



HOUSEHOLD INCOME



REGION



HOW DID WE DETERMINE THE PERSONALITY PROFILE OF THE ARS-INVOLVED INDIVIDUAL?

The personality description was prepared by Grey's consulting psychologist using information derived from a list of 22 self-administered personality inventory ratings obtained from each person in the study.

In order to assure an unbiased analysis of the personalities involved, independent of their demographic and attitudinal characteristics, the psychologist was given only the psychological data shown.

WHAT PERSONALITY/LIFESTYLE FACTORS DID WE MEASURE?

- | | |
|------------------------------|--|
| FRIENDLINESS | <ul style="list-style-type: none"> . I spend a lot of time visiting friends. . Trying to please people is a waste of time. (R) |
| AGGRESSION | <ul style="list-style-type: none"> . Stupidity makes me angry. . I do not like to see anyone receive bad news. (R) |
| DOMINANCE | <ul style="list-style-type: none"> . I feel confident when directing activities of others. . I think it is better to be quiet than assertive. (R) |
| CAUTIOUSNESS | <ul style="list-style-type: none"> . I am careful about the things I do because I want to have a long and healthy life. . I like the feeling of speed. (R) |
| IMPULSIVITY | <ul style="list-style-type: none"> . I find that I sometimes forget to "look before I leap." . Rarely, if ever, do I do anything reckless. (R) |
| SUPPORTIVENESS
OF FRIENDS | <ul style="list-style-type: none"> . I believe in giving friends lots of help/advice. . If someone is in trouble, I try not to become involved. (R) |

(R) = Phrase was reversed for Factor Scoring. For full description of scoring, see the Technical Appendix.

NEED FOR SOCIAL RECOGNITION

- . When I am doing something, I often worry about what other people will think.
- . I will not go out of my way to behave in an approved way. (R)

ACCEPTANCE OF SOCIAL ORDER

- . I believe society we live in is pretty good the way it is.
- . I would make a lot of changes in the laws of this country if I could. (R)

RESPECT FOR LAW

- . I obey the law even when I am convinced it is in need of change.
- . If I can get away with it, I will break any law which I think is bad. (R)

HELPFULNESS TO OTHERS

- . I enjoy helping people even if I don't know them very well.
- . I try to get out of helping other people if I can. (R)

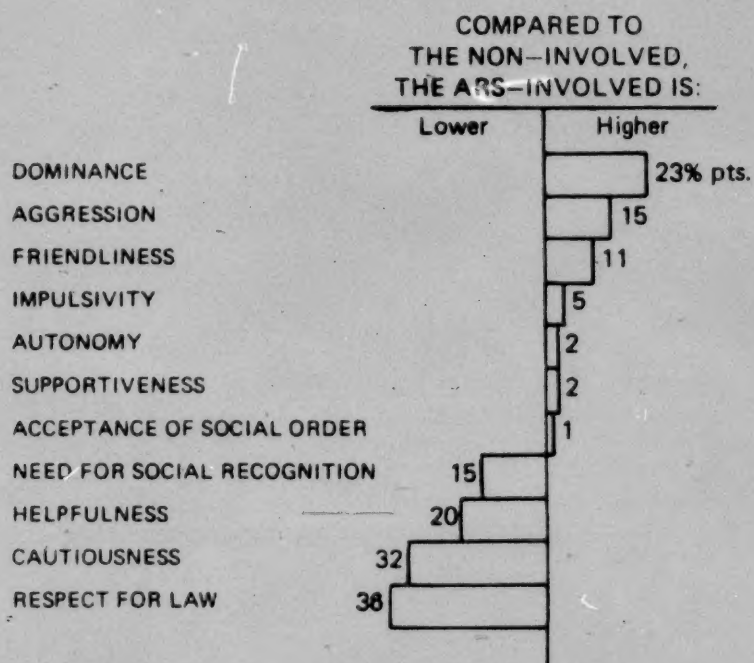
AUTONOMY

- . If I have a problem, I like to work it out alone.
- . I usually try to share my problems with someone who can help me. (R)

(R) = Phrase was reversed for Factor Scoring. For full description of scoring, see the Technical Appendix.

WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF THE ARS-INVOLVED GROUP?

(Base: Total Sample)



THE PERSONALITY PROFILE OF THE ARS-INVOLVED INDIVIDUAL

As compared with other adults in the population, the ARS-Involved individual is more self-assured and less apt to depend on others for recognition and approval.

While he is a friendly and sociable individual who will not hesitate to get involved and take action in relevant situations, his willingness to be supportive of others is more limited to those close to him. He is not as concerned with being helpful to those beyond his immediate circle.

In terms of the action which he can be expected to take, he will be guided by his own judgement in the immediate situation, and will not be strongly influenced by the law, per se.

WHAT ARE THE ALCOHOL ATTITUDES OF THE ARS-INVOLVED GROUP?

(Base: Total sample)

% Rating "Strongly" or "Somewhat" Agree

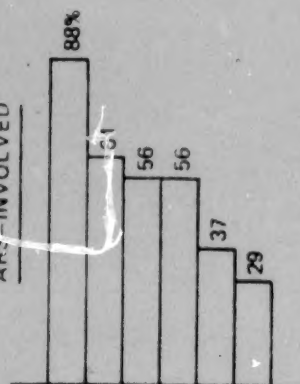
ALCOHOL AND THE TEENAGER ATTITUDES

IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
 PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
 PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
 TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
 PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA
 TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES

ARS-INVOLVED

COMPARED TO THE
ARS-INVOLVED, THE
NON-INVOLVED IS

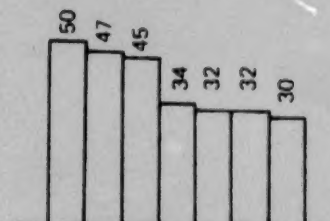
± 0% pts.
 + 3
 +19
 + 8
 - 3
 +22



ALCOHOL AND THE PERSON ATTITUDES

THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
 MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
 MOST PEOPLE CAN CONTROL THEIR DRINKING
 ALCOHOLIC BEVERAGES ARE A STIMULANT
 MOST PEOPLE WHO DRINK DO SO TO GET HIGH
 MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED
 PEOPLE WHO DRINK ARE MORALLY WEAK

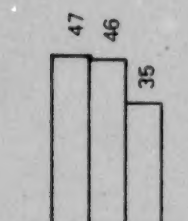
+16
 - 5
 - 6
 - 6
 +11
 + 2
 +20



ALCOHOL AND THE SOCIAL SCENE ATTITUDES

TV OVER-EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
 ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES
 A GOOD HOST/HOUSTESS DOES NOT NECESSARILY PROVIDE ALCOHOL

- 5
 - 6
 +16



WHAT IS THE PERSONAL DRINKING BEHAVIOR OF THE ARS-INVOLVED GROUP?

(Base: Total Sample)

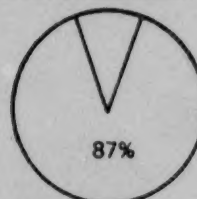
TOTAL
SAMPLE

ARS-INVOLVED

COMPARED TO THE
ARS-INVOLVED, THE
NON-INVOLVED IS:

65%

CURRENTLY DRINK ALCOHOLIC BEVERAGES



87%

-47% pts.

TYPE OF BEVERAGE MOST
FREQUENTLY CONSUMED:

9

WINE

8%

+ 3

33

LIQUOR

34

- 5

58

BEER

58

+ 2

NUMBER OF DRINKS IN AVERAGE
SOCIAL ARS:

5

NONE

2%

+ 9

31

1 OR 2 DRINKS

28

+15

42

3 OR 4 DRINKS

44

-10

19

5 TO 9 DRINKS

22

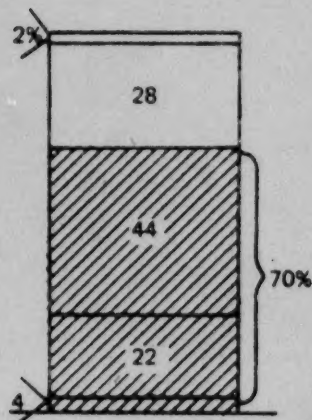
-11

3

10 OR MORE

4%

- 3



WHAT IS THE PERSONAL DRINKING BEHAVIOR OF THE ARS-INVOLVED GROUP? (CONT'D)

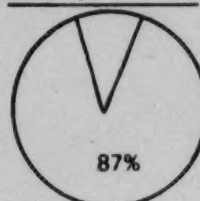
(Base: Total Sample)

TOTAL SAMPLE

ARS-INVOLVED

COMPARED TO THE
ARS-INVOLVED, THE
NON-INVOLVED IS:

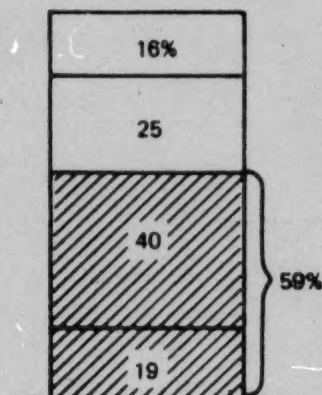
65% CURRENTLY DRINK ALCOHOLIC BEVERAGES



-47% pts.

NUMBER OF DAYS DRANK IN PAST WEEK

27 NONE
24 1 DAY
36 2 TO 4 DAYS
14 5 OR MORE



+29

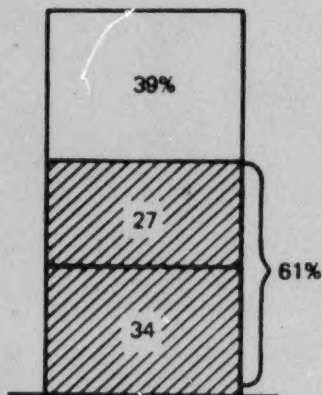
+ 1

-16

-15

MOST ON ANY ONE OF THESE DAYS

41 1 OR 2 DRINKS
28 3 OR 4 DRINKS
31 5 OR MORE



+ 8

+ 4

-12

C. RECOGNITION OF THE POTENTIAL DWI SITUATION

- . The nature of the alcohol related situation
- . Recognition of the need to act
- . Knowledge of appropriate actions

— HIGHLIGHTS —

RECOGNITION OF THE POTENTIAL DWI SITUATION

- . Almost all ARS—Involved individuals participate in social drinking situations, for the most part consisting of drinking in mixed company. The majority of drinking situations take place in the home — their own or friend's — though an important minority (40%) occur in public places.
- . It is not reluctance to take action, get involved or interfere, that inhibits the majority of people from trying to prevent someone who has been drinking too heavily from getting behind the wheel. Rather it stems from their difficulty in identifying the potential drunk driver and then knowing what to do.
 - Among APS—Involved adults, when asked if they had found themselves in a potential drunk driving situation during the past year, a large majority (57%) did not feel that they had. Given the group's regular pattern of weekly frequency of drinking and the large amounts of alcohol consumed over a year's time, this was obviously a statistical impossibility. They simply had not perceived themselves to be involved in this type of problem, probably in large part because they didn't recognize it.
 - In fact, people realize they often don't know how to tell when others are drunk. For example, 70% of people know that "a person can be drunk and still not stagger or slur his speech." And only 39% think it is easy to tell if a person is drunk, even if you don't know him well.

- Further, they do not know what to do when faced with a drunk driver prospect. This is due to the many popular misconceptions about impairment of driving ability due to alcohol. They include the beliefs (incorrect) that: "mixing different kinds of drinks can increase the effect of alcohol" (80%); "a can of beer (or a glass of wine) is less intoxicating than an average drink of liquor" (70%); "a cold shower" (68%) or "drinking black coffee" (52%) can "sober a person up."

However, once ARS-Involved adults perceived they were in a possible drunk driver situation, three out of four took action to forestall it.

- the actions which were taken tended mainly to be with close friends or relatives, both in home and public drinking environments.
- the actions which were taken tended to involve driving, rather than other types of after-the-fact countermeasures. Physical actions of restraint were taken by only one out of five of these ARS-Involved persons.
- those ARS-Involved individuals who did not take action failed to do so mainly because they didn't know how to cope with the situation.

WHAT IS THE NATURE OF THE ARS-INVOLVED GROUP'S
CONTACT WITH THE ALCOHOL RELATED SITUATION?

(Base: ARS-Involved Sample)

FREQUENCY OF ARS CONTACT

MORE THAN TWO TIMES A WEEK

29%

ONCE A WEEK

27

ONCE EVERY TWO OR
THREE WEEKS

24

ONCE A MONTH

20

56%

ARS-Involved

TYPES OF ARS SITUATIONS

ONLY SOCIAL

71%

BOTH BUSINESS
AND SOCIAL

27

ONLY BUSINESS

2

ARS-Involved

98%

MALE DRINKING PATTERNS
IN SOCIAL SITUATIONS

ALMOST ALWAYS WITH WOMEN

54%

MORE WITH WOMEN

23

MORE WITH MEN

23

ARS-Involved

FEMALE DRINKING PATTERNS
IN SOCIAL SITUATIONS

ALMOST ALWAYS WITH MEN

86%

MORE WITH MEN
MORE WITH WOMEN

9

5

ARS-Involved

LOCATION OF ARS SOCIAL SITUATIONS

ANY HOME LOCATION

OWN

18

FRIENDS
RELATIVES

57%

25

14

ANY BAR/RESTAURANT
MEAL PRIMARY

17

MEAL NOT PRIMARY

29

12

RECREATIONAL EVENT
IN A CAR

11

3

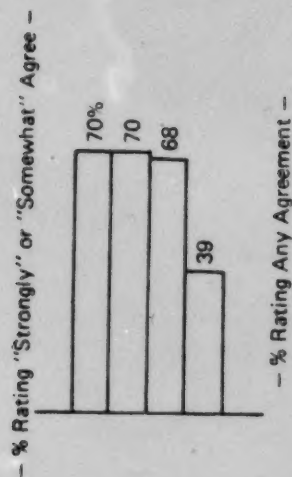
ARS-Involved

WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF THE
ARS—INVOLVED GROUP THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS—Involved Sample)

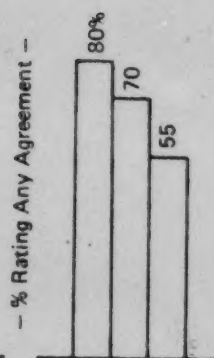
ALCOHOL/HIGHWAY SAFETY ATTITUDES

A PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES
IN A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED
PEOPLE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVING EVEN IF IT MEANS HIGHER TAXES
IT IS DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OR TWO DRINKS



ALCOHOL/HIGHWAY SAFETY KNOWLEDGE

OUT OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS
THE ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD
PROBLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS



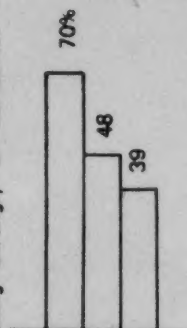
WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF THE ARS-INVOLVED GROUP?

(Base: ARS-Involved Sample)

IDENTIFICATION OF IMPAIRMENT

- A PERSON CAN BE DRUNK AND NOT STAGGER OR SLUR HIS SPEECH
- IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
- IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL

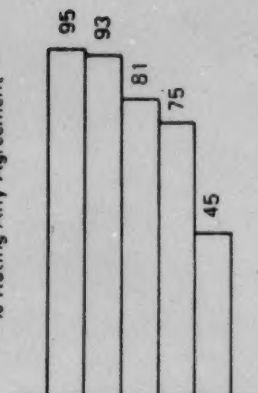
— % Rating "Strongly" or "Somewhat" Agree —



PERCEIVED CAUSES OF IMPAIRMENT

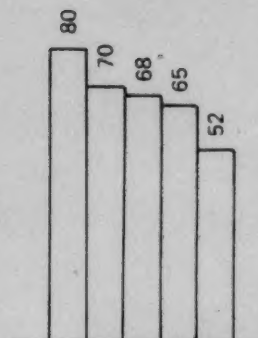
- ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
- A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
- A PERSON'S MOOD HELPS DETERMINE HOW THEY ARE AFFECTED BY ALCOHOL
- A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
- A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON

— % Rating Any Agreement —



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

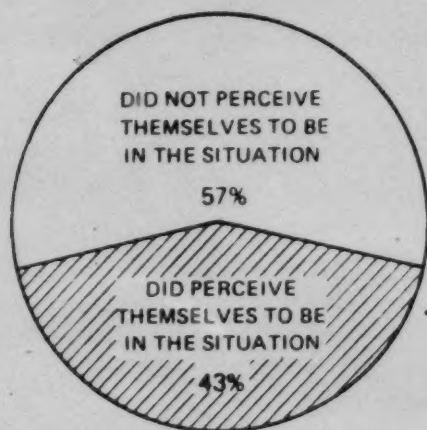
- MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
- A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- A COLD SHOWER CAN HELP SOBER UP A PERSON
- A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON



WHAT IS THE ARS-INVOLVED GROUP'S EXPERIENCE WITH THE ACTUAL NEED TO
TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS-Involved Sample)

PAST YEAR IN A POTENTIAL DWI SITUATION



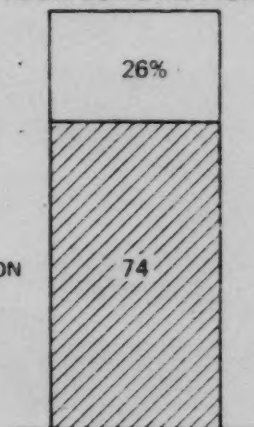
WHEN PERCEIVED,
TOOK SOME ACTION

TOOK NO ACTION

26%

TOOK SOME ACTION

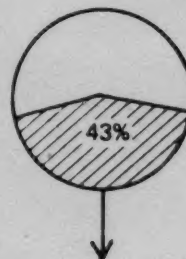
74



IN THE PERCEIVED SITUATION, WHO WAS THE POTENTIAL DWI AND WHAT WAS THE LOCATION OF THE INCIDENT?

(Base: ARS—Involved Sample)

THOSE THAT PERCEIVED THEMSELVES TO BE IN THE SITUATION

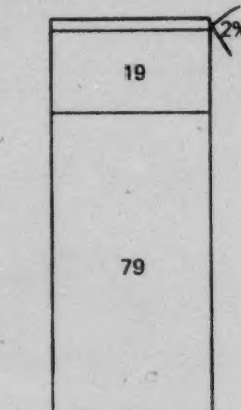


RELATIONSHIP TO POTENTIAL DWI*

SOMEONE YOU JUST MET

CASUAL ACQUAINTANCE

CLOSE FRIEND OR RELATIVE

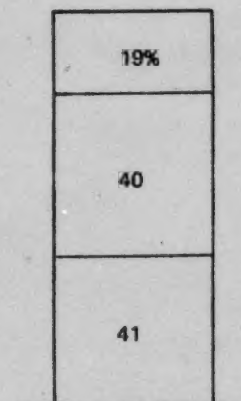


LOCATION OF INCIDENT*

OWN HOME

FRIEND'S HOME

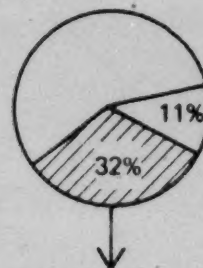
IN A BAR OR PUBLIC DRINKING PLACE



* = In most recent situation, if more than one.

WHEN THE ARS-INVOLVED PEOPLE TOOK SOME KIND OF ACTION
WHAT DID THEY DO*?

ARS-INVOLVED WHO TOOK
SOME ACTION



ACTIONS TAKEN (MULTIPLE RESPONSES)

OFFERED TO DRIVE THE PERSON HOME

56%

PHYSICALLY RESTRAINED THE PERSON IN SOME WAY

19

TRIED TO DISSUADE THE PERSON FROM DRIVING

18

OFFERED TO LET THE PERSON STAY OVERNIGHT

11

ARRANGED FOR ANOTHER DRIVER

9

STAYED WITH THE PERSON UNTIL THEY WERE MORE SOBER

6

* Verbatim response, major responses reported

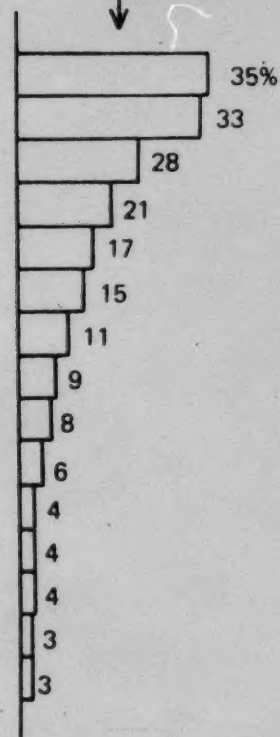
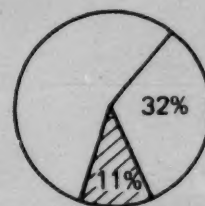
WHEN THE ARS-INVOLVED PEOPLE DID NOT TAKE ACTION WHAT WERE THEIR REASONS* FOR NOT DOING SO?

(Base: ARS-Involved Sample)

ARS-INVOLVED WHO TOOK NO ACTION

REASONS NO ACTION TAKEN:

- WASN'T SURE WHAT COULD BE DONE
- THAT PERSON NEVER LISTENS TO ANYONE
- WASN'T SURE HOW PERSON WOULD REACT
- THE PERSON WAS HOSTILE
- AFRAID IT WOULD CAUSE AN UGLY SCENE
- IT WASN'T MY RESPONSIBILITY
- DIDN'T KNOW THE PERSON WELL
- IF OTHERS HAD HELPED, I WOULD HAVE ACTED
- DIDN'T WANT TO LOSE THE PERSON'S FRIENDSHIP
- TOO MANY PEOPLE WERE INVOLVED ALREADY
- WAS AFRAID OF WHAT OTHERS WOULD SAY
- DIDN'T LIKE THE PERSON
- DIDN'T FEEL CLOSE TO THE PERSON
- TRUSTED THE PERSON'S DRIVING ABILITY
- I WAS ALSO DRUNK



* Given list to check, multiple responses allowed

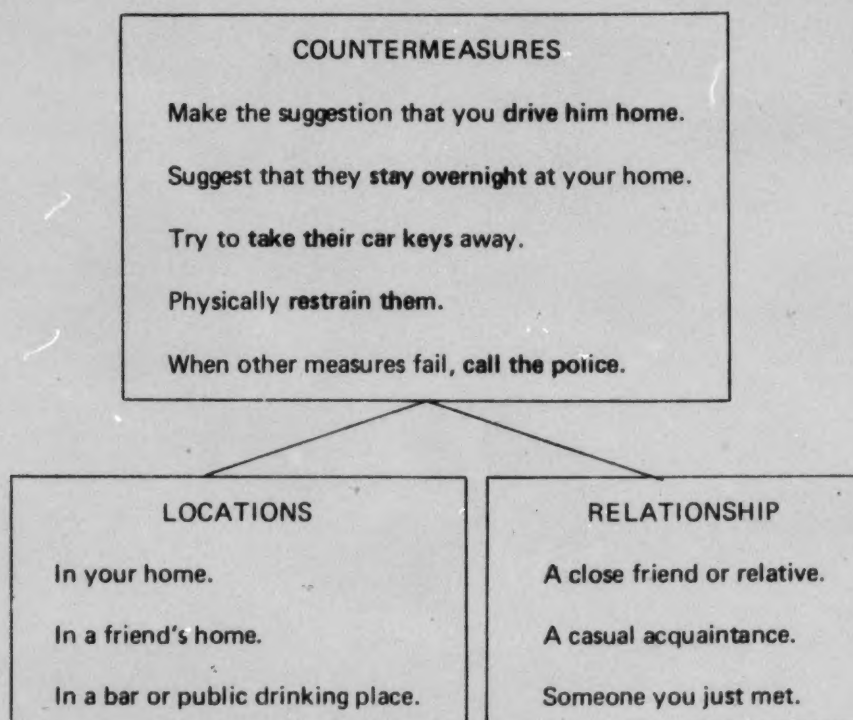
D. MARKET COUNTERMEASURE POTENTIAL

- . Development of dimensions
- . Countermeasure potential
 - In general
 - Role of the "problem drinker" as focus for countermeasures
 - Role of death/maiming outcome as focus for countermeasures

DEVELOPMENT OF COUNTERMEASURE DIMENSIONS

The 21 countermeasure dimensions reported on in this study were developed in the following manner:

First, a list of five personal action countermeasures which our preliminary work indicated were most viable or desirable were combined with three location variables and three relationship variables.



This 5x3x3 matrix permitted us to get ratings on the likelihood to take action on 45 countermeasure/location/relationship situations. These ratings were obtained on a self-administered basis using a 6 point "Likelihood Of Doing" scale (from "Extremely Likely" to "Not At All Likely").

In addition to the 45 immediate actions, "Likelihood To Take Action" ratings were also obtained on the same 6 point scale for 15 additional countermeasures which were not divided by person or place. These were pre-planning measures rather than after-the-fact.

The 60 (45 + 15) countermeasures and countermeasure situations were then computer factor analyzed on the basis of the willingness that people had shown to take them. Factor analysis is a statistical technique which examines correlations between variables and objectively groups them on this basis, in this case clustering similar sets of actions people will take. Additionally, the factors were examined based on rating patterns and further refined using marketing judgements to produce the final structure.

Using this analysis we have been able to reduce the list of countermeasures to 21 dimensions, each representing a different set of actions. For purposes of this presentation we have divided these into two groups.

- . 12 immediate action countermeasures
- . 9 pre-planning or general countermeasures

These 21 countermeasures contain within themselves all of the original 60 elements.*

* For a more detailed analysis of the specific procedure see the Technical Appendix.

COUNTERMEASURE FACTORS

I. IMMEDIATE ACTION

The twelve immediate action countermeasures have been further divided into three areas:

- A. Offers to Help – 7 Dimensions
- B. Physical Intervention – 4 Dimensions
- C. Legal Intervention – 1 Dimension

II. PRE-PLANNING

The nine pre-planning countermeasures have been divided into two areas:

- A. Home Planning – 6 Dimensions
- B. Community Actions – 3 Dimensions

IA. OFFERS TO HELP – 7 DIMENSIONS

Factor: OFFER TO DRIVE HOME/A CLOSE FRIEND OR RELATIVE/ANY LOCATION

- . Drive a close friend or relative from your own home.
- . Drive a close friend or relative from a friend's home.
- . Drive a close friend or relative from a bar or public drinking place.

Factor: OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME

- . Offer to drive a casual acquaintance from your own home.
- . Offer to drive a casual acquaintance from a friend's home.
- . Offer to drive someone you just met from your own home.
- . Offer to drive someone you just met from a friend's home.

Factor: OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

- . Offer to drive a casual acquaintance from a bar.
- . Offer to drive someone you just met from a bar.

Factor: INVITE TO STAY OVER/CLOSE FRIEND OR RELATIVE/ ANY LOCATION

- . Invite a close friend or relative to stay over when in your own home.
- . Invite a close friend or relative to stay over when in a friend's home.
- . Invite a close friend or relative to stay over when in a bar, etc.

**Factor: INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR
SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME**

- . Invite to stay over a casual acquaintance when in your own home.
- . Invite to stay over a casual acquaintance when in a friend's home.
- . Invite to stay over someone you just met when in your own home.
- . Invite to stay over someone you just met when in a friend's home.

**Factor: INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR
SOMEONE YOU JUST MET/BAR**

- . Invite to stay over a casual acquaintance when in a bar, etc.
- . Invite to stay over someone you just met when in a bar, etc.

Factor: CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH

- . Call a taxi for a person who drank too much.

IB. PHYSICAL INTERVENTION – 4 DIMENSIONS

Factor: TAKE THE KEYS AWAY OR PHYSICALLY RESTRAIN/
CLOSE FRIEND OR RELATIVE/ANY LOCATION

- . Take the keys away from a close friend or relative in your own home.
- . Take the keys away from a close friend or relative in a friend's home.
- . Take the keys away from a close friend or relative in a bar, etc.
- . Physically restrain a close friend or relative in your own home.
- . Physically restrain a close friend or relative in a friend's home.
- . Physically restrain a close friend or relative in a bar, etc.

**Factor: TAKE THE KEYS AWAY OR PHYSICALLY RESTRAIN/
CASUAL ACQUAINTANCE/ANY LOCATION**

- . Take the keys away from a casual acquaintance in your own home.
- . Take the keys away from a casual acquaintance in a friend's home.
- . Take the keys away from a casual acquaintance in a bar, etc.
- . Physically restrain a casual acquaintance in your own home.
- . Physically restrain a casual acquaintance in a friend's home.
- . Physically restrain a casual acquaintance in a bar, etc.

**Factor: TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/
ANY LOCATION**

- . Take the keys away from someone you just met in your own home.
- . Take the keys away from someone you just met in a friend's home.
- . Take the keys away from someone you just met in a bar, etc.

**Factor: PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/
ANY LOCATION**

- . Physically restrain someone you just met in your own home.
- . Physically restrain someone you just met in a friend's home.
- . Physically restrain someone you just met in a bar, etc.

IC. LEGAL INTERVENTION – 1 DIMENSION**Factor: CALL THE POLICE/ANY PERSON/ANY LOCATION**

- . Call the police for a close friend or relative in your own home.
- . Call the police for a close friend or relative in a friend's home.
- . Call the police for a close friend or relative in a bar, etc.
- . Call the police for a casual acquaintance in your own home.
- . Call the police for a casual acquaintance in a friend's home.
- . Call the police for a casual acquaintance in a bar, etc.
- . Call the police for someone you just met in your own home.
- . Call the police for someone you just met in a friend's home.
- . Call the police for someone you just met in a bar, etc.

IIA. HOME PLANNING – 6 DIMENSIONS

Factor: PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS
TO REDUCE THE EFFECTS OF ALCOHOL

- . Plan to serve food at a party with the drinks, etc.

Factor: EXCLUDE A HEAVY DRINKER FROM PARTIES, OR
REFUSE TO SERVE MORE DRINKS TO A GUEST WHO
IS BECOMING INTOXICATED

- . Exclude heavy drinkers from a party.
- . Refuse to serve a guest who is becoming intoxicated.

Factor: ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC
BEVERAGES ARE SERVED

- . Attend a party where no alcoholic beverages are served.
- . Host a party where no alcoholic beverages are served.

Factor: PLAN A PARTY WHERE DRINKING IS CUT OFF AT A
CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC
BEVERAGES AND FOOD

- . Plan a party where drinking is cut off at a certain hour,
etc.

Factor: AS A HOST/HOSTESS, PLAN FOR SOBER TRANSPORTATION
OR A PLACE TO STAY FOR PARTY GUESTS

- . As a host provide sober party transportation.
- . As a host plan to provide overnight lodging for guests.

Factor: IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT
URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT
WOULD INDICATE IT WAS DANGEROUS TO DRIVE

- . As a host make use of anti-drunk driving party favors.
- . Make use of a test device that would indicate when it
was dangerous to drive.

IIB. COMMUNITY ACTIONS – 3 DIMENSIONS

Factor: TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY

- . Treat seriously any conversation on drinking and driving, etc.

Factor: REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS

- . Report to authorities stores or bars, etc.

Factor: WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION

- . Subscribe to a community "Party Bus" system.
- . Work to moderate the exposure of alcohol on television.

— HIGHLIGHTS —

MARKET COUNTERMEASURE POTENTIAL

- . While the ARS—Involved group shows a high degree of willingness to take certain countermeasures in general, immediate action measures are more likely to be considered than pre—planning measures. The two countermeasures showing highest potential are:
 - offering to drive a close friend or relative
 - offering to let a close friend or relative stay over.
- . They are less likely to take physical actions or those involving someone other than a close friend or relative.
- . They are not likely to call the police, even as a last resort.
- . Of the pre—planning countermeasures, only one offered high potential.
 - plan to serve food with drinks at a party.

- . Potential for countermeasure action is limited when the drunk is characterized as a problem drinker.
 - only 48% of the ARS—Involved adults say they know or come in contact with a problem drinker.
 - people are less likely to take physical action countermeasures against the problem drinker, or offer to let him stay over.
 - the image most people have of a problem drinker is one of deep-seated physical and emotional difficulties, far beyond that which can be affected in a social situation.
- . Recognition that a possible result of drunk driving is an accident where someone is killed or seriously maimed is far from universal. This is particularly true when the DWI is a social drinker. However, when death or serious injury is believed to be a probable outcome of DWI, likelihood to take countermeasures is enhanced.

WHICH COUNTERMEASURES OFFER POTENTIAL FOR IMMEDIATE ACTION AMONG THE ARS-INVOLVED INDIVIDUALS?

(Base: ARS-Involved Sample)

50%+ = High Potential
25-49% = Some Potential
Under 25% = Low Potential

- % RATING "EXTREMELY" LIKELY TO DO -

IMMEDIATE ACTION COUNTERMEASURES

OFFER TO DRIVE HOME CLOSE FRIEND OR RELATIVE/ANY LOCATION

INVITE TO STAY OVER CLOSE FRIEND OR RELATIVE/ANY LOCATION

CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH

OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/
OWN OR FRIEND'S HOME

TAKE KEYS AWAY OR RESTRAIN/CLOSE FRIEND OR RELATIVE/ANY LOCATION

OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN
OR FRIEND'S HOME

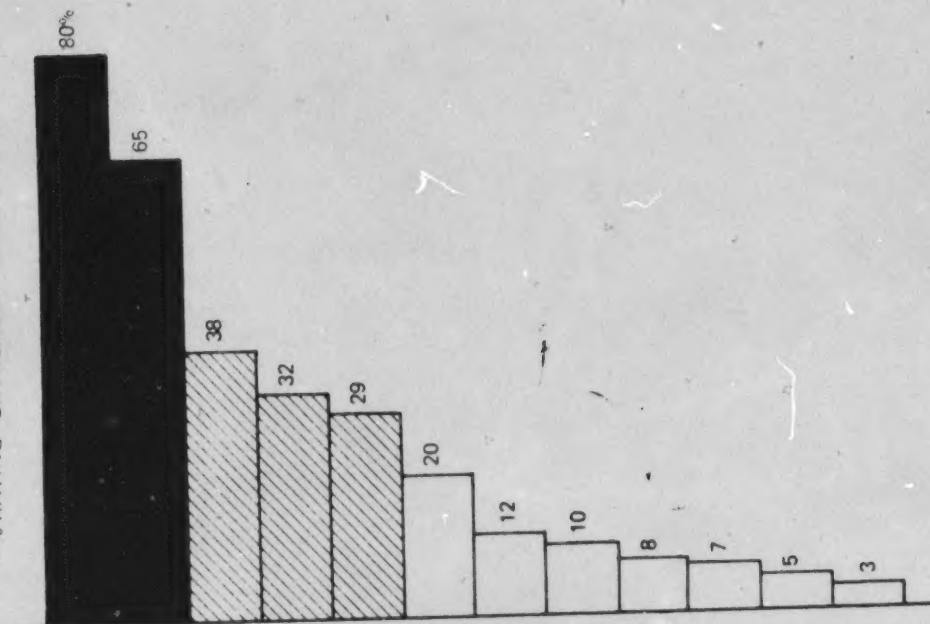
CALL THE POLICE/ANY PERSON/ANY LOCATION

TAKE THE KEYS AWAY OR RESTRAIN/CASUAL ACQUAINTANCE/ANY LOCATION

TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION

INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION



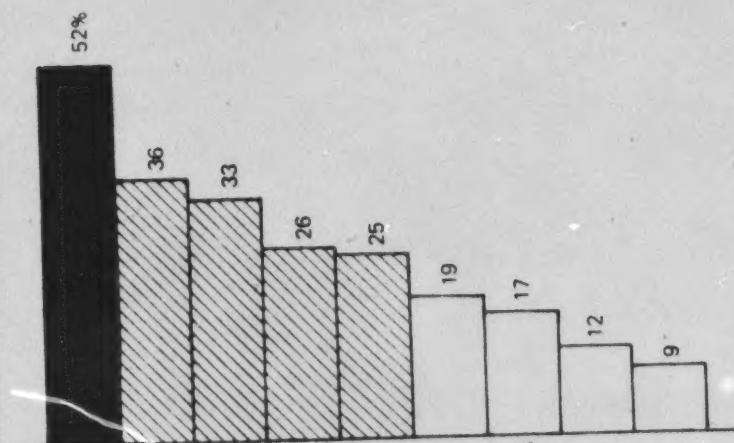
WHICH COUNTERMEASURES OFFER POTENTIAL FOR ACTION AMONG THE ARS-INVOLVED INDIVIDUALS?

(Base: ARS-Involved Sample)

50%+ = High Potential
25-49% = Some Potential
Under 25% = Low Potential

PRE-PLAN/GENERAL COUNTERMEASURES

- % RATING "EXTREMELY" LIKELY TO DO -



PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL

TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY

EXCLUDE FROM PARTIES A HEAVY DRINKER, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED

ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED

REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS

PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD

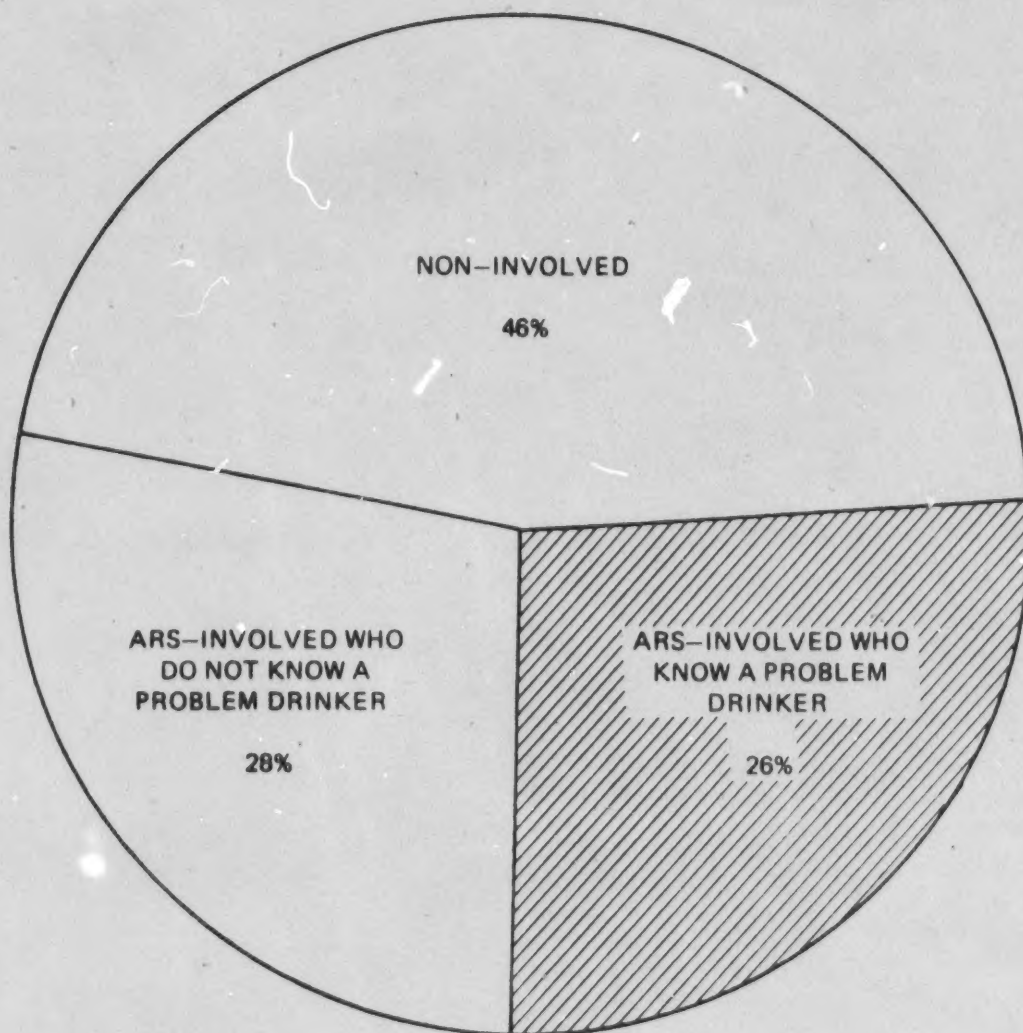
AS A HOST/HOSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS

WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION

IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE

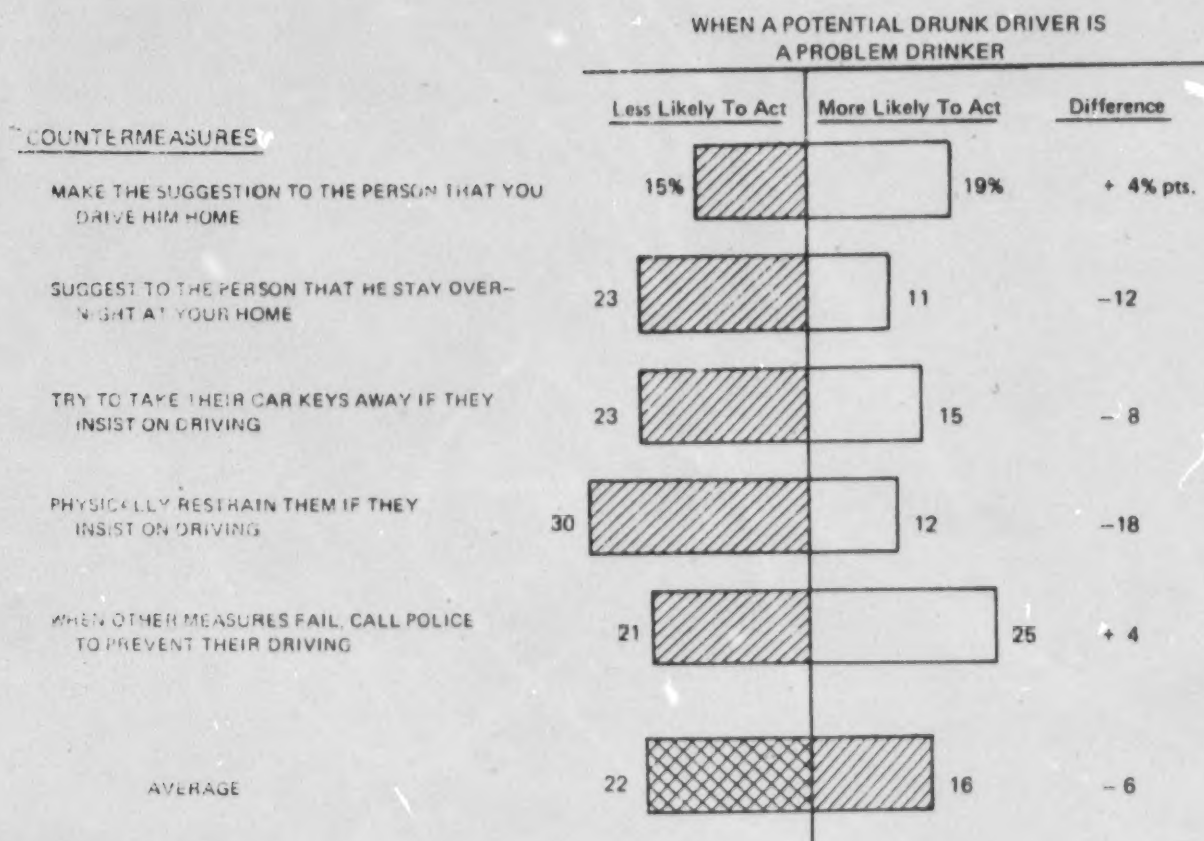
WHAT PROPORTION OF THE ARS-INVOLVED KNOW A PROBLEM DRINKER?

(Base: Total Sample)



**WILL THE ARS-INVOLVED GROUP TAKE MORE ACTION WHEN THE POTENTIAL
DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base: ARS-Involved Sample)



WHY ARE PEOPLE LESS LIKELY TO ACT FOR THE PROBLEM DRINKER?

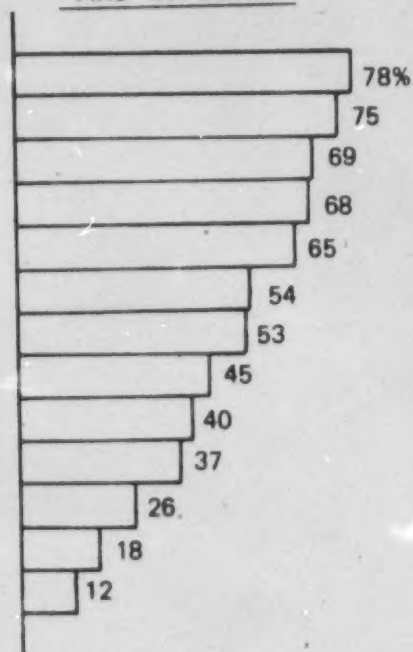
(Base: ARS-Involved)

— % Rating "Extremely" Or "Very" Likely To Have Characteristic —

THINK PROBLEM DRINKER:

IS ADDICTED TO ALCOHOL
 CAN NOT CONTROL HIS DRINKING
 FREQUENTLY HAS FAMILY PROBLEMS
 DOESN'T RECOGNIZE HIS PROBLEM
 FREQUENTLY DRIVES AFTER HEAVY DRINKING
 NEEDS PSYCHIATRIC CARE
 LOOKS AND ACTS NORMAL, EXCEPT WHEN DRINKING
 CAN NOT HOLD A STEADY JOB
 IS A HOSTILE PERSON WHEN DRUNK
 HAS REPEATED ARRESTS FOR DRUNK DRIVING
 TENDS TO BE ANTI-SOCIAL
 HAD PARENTS WHO DRANK TOO MUCH
 IS A LOT OF FUN AT PARTIES

ARS-INVOLVED



WHAT COUNTERMEASURES WILL THE ARS-INVOLVED GROUP DO FOR THE PROBLEM DRINKER?

(Base: ARS-Involved Sample)

- % Rating "Extremely" Likely To Do -

COUNTERMEASURES:

ARS-INVOLVED

URGE THE PROBLEM DRINKER TO GET INTO SELF-
HELP PROGRAMS

41%

DON'T OFFER THE PROBLEM DRINKER A DRINK

35

DON'T INVITE TO SITUATION WHERE ALCOHOL
IS SERVED

28

TAKE KEYS AWAY FROM THEM IF THEY INSIST
ON DRIVING

27

REFUSE TO PROTECT HIS PROBLEM FROM
FRIENDS AND EMPLOYERS

17

PHYSICALLY RESTRAIN IF THEY INSIST ON DRIVING

16

WORK WITH ORGANIZATIONS DEALING WITH
THE PROBLEM

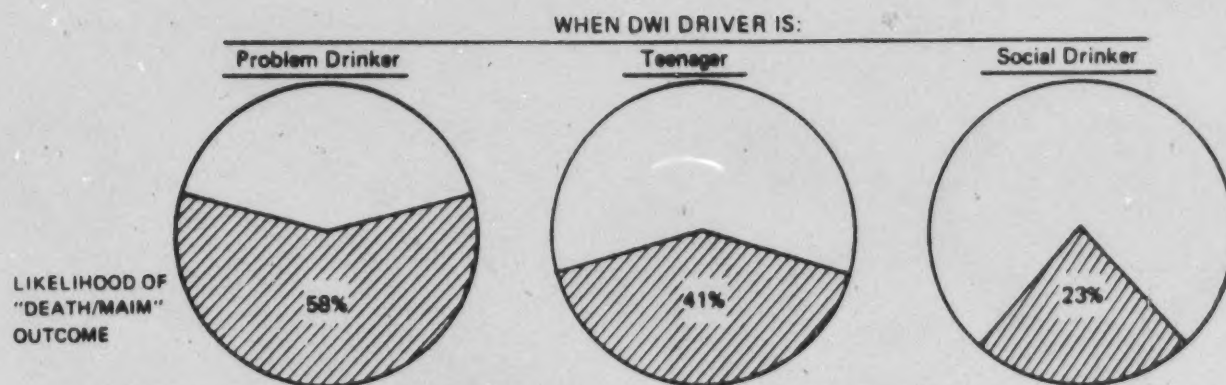
15

WHEN OTHER MEASURES FAIL, CALL THE POLICE
TO PREVENT THEIR DRIVING

14

WHAT PROPORTION OF THE ARS-INVOLVED GROUP BELIEVED IN THE
LIKELIHOOD* OF AN ACCIDENT WHERE SOMEONE IS KILLED OR
MAIMED AS A RESULT OF DWI?

(Base: ARS-Involved Sample)



* Persons rating any likelihood

WHAT HAPPENS TO COUNTERMEASURE POTENTIAL WITH THE BELIEF IN THE "DEATH/MAIM" OUTCOME?

(Base: ARS—Involved Sample)

— % Rating "Extremely" Likely to Do the Countermeasure —

IMMEDIATE ACTION COUNTERMEASURES	TOTAL INVOLVED POTENTIAL	INCREASE IN RATING WHEN THE DWI DRIVER IS:		
		Social Drinker % pts.	Teenager % pts.	Problem Drinker % pts.
OFFER TO DRIVE HOME/CLOSE FRIEND OR RELATIVE ANY LOCATION	H	+ 7	+ 3	+ 2
INVITE TO STAY OVER/CLOSE FRIEND OR RELATIVE ANY LOCATION	H	+10	+ 4	+ 7
CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH	M	+ 9	+ 8	+ 7
OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	M	+ 7	+ 1	± 0
TAKE KEYS AWAY OR RESTRAIN/CLOSE FRIEND OR RELATIVE/ANY LOCATION	M	+12	+ 8	+ 3
OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	+ 5	± 0	+ 1
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	L	+ 5	+ 2	+ 3
CALL THE POLICE/ANY PERSON/ANY LOCATION	L	+ 8	+ 5	+ 3
TAKE THE KEYS AWAY OR RESTRAIN/A CASUAL ACQUAINTANCE/ANY LOCATION	L	+ 8	+ 2	+ 3
TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION	L	+ 5	+ 1	+ 1
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	+ 4	± 0	+ 2
PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION	L	+ 4	± 0	± 0
Average:		+ 7	+ 3	+ 3

WHAT HAPPENS TO COUNTERMEASURE POTENTIAL WITH THE BELIEF IN THE "DEATH/MAIM" OUTCOME?

(Base: ARS-Involvement Sample)

-- % Rating "Extremely Likely to Do the Countermeasure --"

PRE-PLAN/GENERAL COUNTERMEASURES	TOTAL INVOLVED POTENTIAL	INCREASE IN RATING WHEN THE DWI DRIVER IS:		
		Social Drinker % pts.	Teenager % pts.	Problem Drinker % pts.
PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL	H	+10	+6	+3
TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY	M	+12	+9	+6
EXCLUDE FROM PARTIES A HEAVY DRINKER, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED	M	+12	+12	+5
ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED	M	+11	+3	+0
REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS	M	+8	+17	+5
PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD	L	+8	+7	+5
AS A HOST/HOUSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS	L	+7	+3	+3
WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION	L	+8	+4	+1
IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE	L	+9	+3	+2
Average		+9	+7	+3

E. MARKET SEGMENTATION

- . Rationale
- . Approach
- . Countermeasure segments

RATIONALE FOR GROUPING ARS—INVOLVED PEOPLE ACCORDING TO COUNTERMEASURES

For public service advertisers like NHTSA whose possibilities for media selection are limited, targeting by message selection and tone of voice are particularly crucial. Traditionally, markets have been sub-divided on the basis of consumer demographics or other characteristics such as behavior. Such market divisions are severely limited in their marketing utility in that they usually provide no guidance on the crucial issue of what to say to consumers in the communication efforts in order to persuade them to act.

It can be shown, however, that attitudes determine behavior.* Therefore, they represent a more viable basis for grouping consumers and targeting communication efforts within the total market. We have already examined the countermeasure attitudes held by the ARS—Involved as a whole. Further segmentation based on these countermeasures enabled us to determine which sub-groups existed within the total ARS—Involved, and what different sets of countermeasure actions they were willing to take. In addition, we were able to describe these groups based on their demographic, psychological, behavioral and alcohol attitude characteristics.

* Grey Validation Study, The Grey Marketing and Research Department, 1966.

DuBois, Cornelius, "Twelve Brands on a Seesaw", Advertising Research Foundation Proceedings, Annual Conference, 1967.

APPROACH USED TO SEGMENT ARS—INVOLVED INDIVIDUALS

In order to segment ARS—Involved people on the basis of sets of countermeasures they are willing to take, "Q" Segmentation analysis was performed on countermeasure responses to isolate and group people whose sets of countermeasure responses were highly similar.*

Four distinct segments of ARS—Involved individuals were obtained on the basis of sets of countermeasure potential common within each group.

To more completely understand these groups, the segments were further described in terms of their:

- . Demographic characteristics
- . Personality profiles
- . ARS and drinking behavior
- . Alcohol attitudes and knowledge

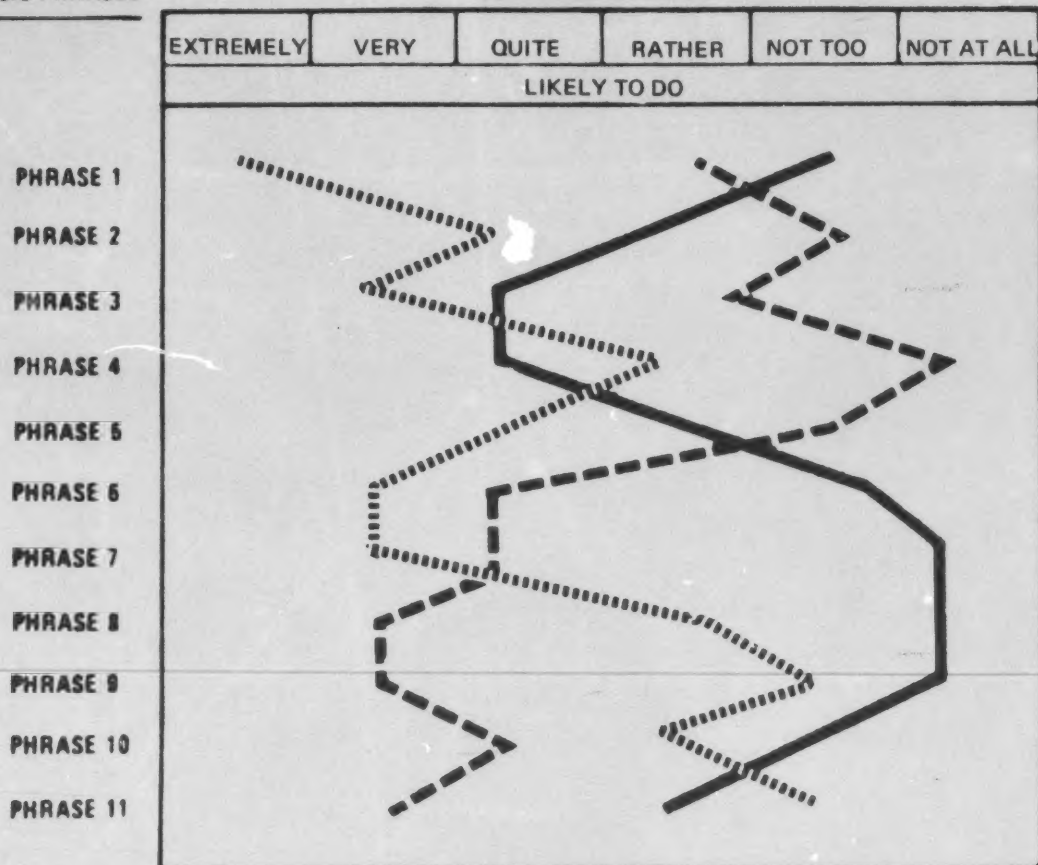
We then named these segments based on an examination of totality of this information.

* For a more detailed analysis of the specific procedure see the Technical Appendix.

WHAT DOES THE COMPUTER LOOK FOR WHEN DOING A Q SEGMENTATION ANALYSIS?

BASIC PHRASES

CONSUMER RATINGS



—————
RATING PATTERN I

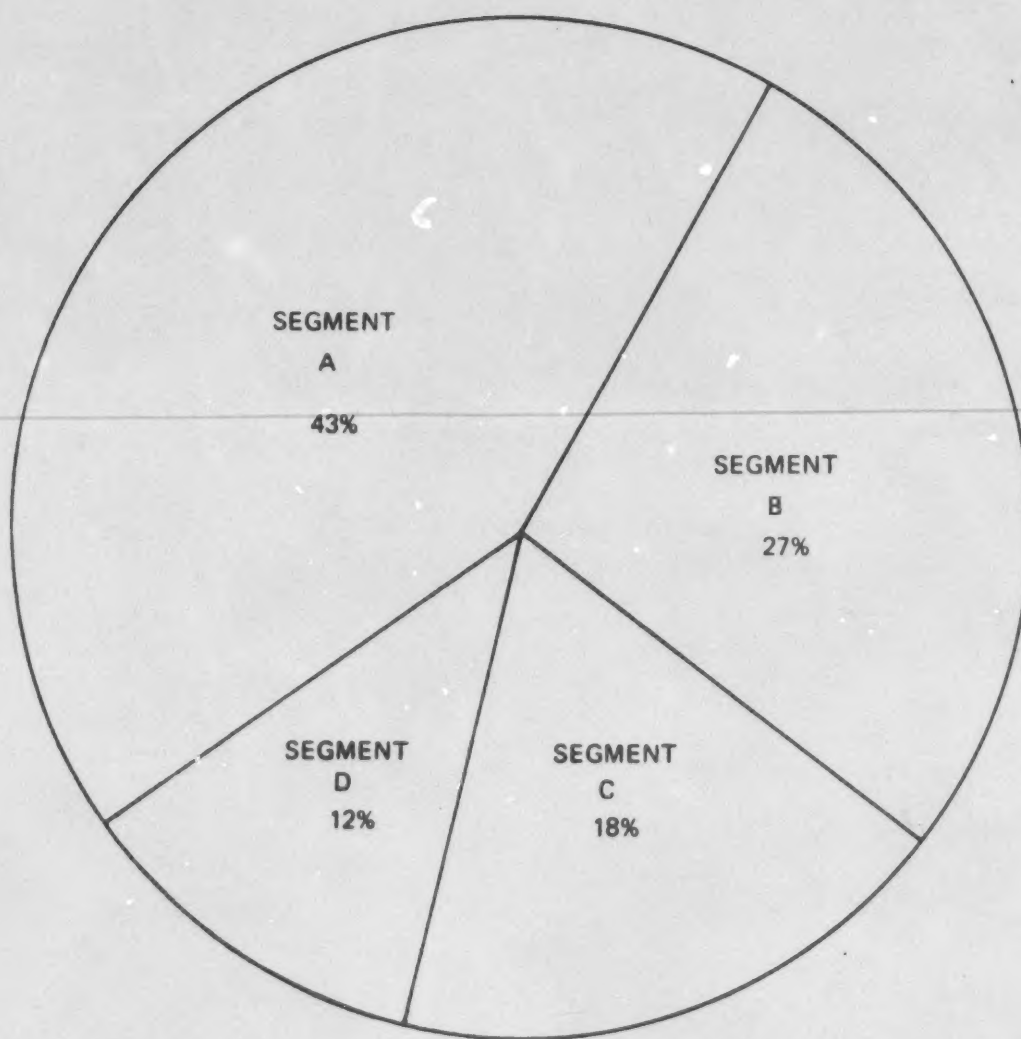
.....
RATING PATTERN II

RATING PATTERN III

COUNTERMEASURE SEGMENTS

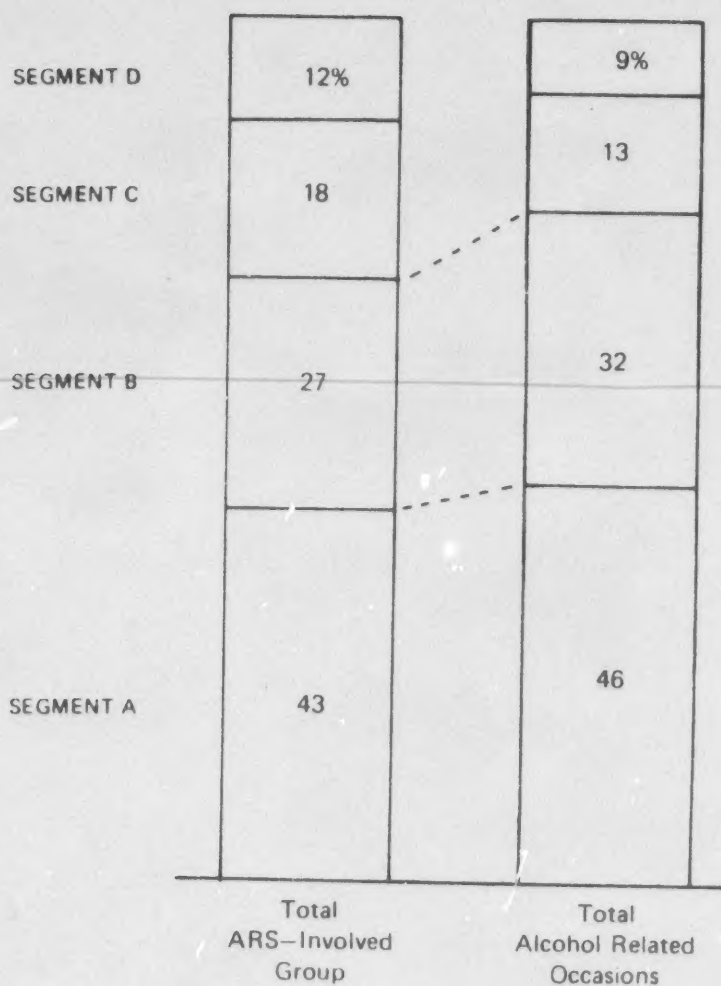
HOW DOES THE ARS-INVOLVED GROUP SEGMENT?

(Base: Respondents Who Were In ARS Once A Month Or More)



**WHAT PROPORTION OF ALCOHOL RELATED SITUATIONS ARE
ACCOUNTED FOR BY THE SEGMENTS?**

(Base: ARS-Involved Sample)



HOW DO THE SEGMENTS DIFFER ON THEIR POTENTIAL FOR COUNTERMEASURES?

(Base: ARS—Involved Sample)

IMMEDIATE ACTION COUNTERMEASURES	Total Involved	Segment A	Segment B	Segment C	Segment D
OFFER TO DRIVE HOME/CLOSE FRIEND OR RELATIVE/ANY LOCATION	H	H	H	H	H
INVITE TO STAY OVER/CLOSE FRIEND OR RELATIVE/ANY LOCATION	H	H	H	H	H
CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH	M	M	M	H	M
OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	M	M	M	L	M
TAKE KEYS AWAY OR RESTRAIN/ CLOSE FRIEND OR RELATIVE/ANY LOCATION	M	L	H	M	H
OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	L	L	L	L
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	L	L	L	L	L
CALL THE POLICE/ANY PERSON/ ANY LOCATION	L	L	L	L	H
TAKE THE KEYS FROM OR RESTRAIN/ CASUAL ACQUAINTANCE/ANY LOCATION	L	L	L	L	L
TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION	L	L	L	L	L
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	L	L	L	L
PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION	L	L	L	L	L

H = High Potential (50% or more rating "Extremely" Likely)
M = Moderate Potential (25%–49% rating "Extremely" Likely)
L = Low Potential (Under 25% rating "Extremely" Likely)

- Compared to the total ARS—Involved potential increased
○ Compared to the total ARS—Involved potential decreased

HOW DO THE SEGMENTS DIFFER ON THEIR POTENTIAL FOR COUNTERMEASURES?

(Base: ARS—Involved Sample)

PRE-PLAN/GENERAL COUNTERMEASURES	Total Involved	Segment A	Segment B	Segment C	Segment D
PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL	H	H	(M)	H	(M)
TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY	M	M	(L)	M	M
AS A HOST/HOSTESS, EXCLUDE FROM PARTIES, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED	M	M	(L)	M	[H]
ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED	M	M	(L)	M	M
REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS	M	(L)	(L)	M	[H]
PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD	L	L	L	[M]	L
AS A HOST/HOSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS	L	L	L	[M]	L
WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION	L	L	L	L	L
IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE	L	L	L	L	L

H = High Potential (50% or more rating "Extremely" Likely)

M = Moderate Potential (25%–49% rating "Extremely" Likely)

L = Low Potential (Under 25% rating "Extremely" Likely)

[] Compared to the total ARS—Involved potential increased

() Compared to the total ARS—Involved potential decreased

WHAT IS SEGMENT A LIKE?

- . Size
- . Countermeasure potential
- . Demography
- . Psychology
- . Alcohol attitudes
- . Drinking behavior
- . Alcohol knowledge
- . Actual experience with potential DWI's
- . Problem drinker countermeasures

WHAT ARE THE PEOPLE IN SEGMENT A LIKE?

Segment A is the largest single segment in the ARS—Involved group, accounting for 43% of the individuals and 46% of the total ARS occasions.

Though more passive than other groups, this segment is willing to offer to drive (not just close friends and relatives), invite someone to stay over, or call a taxi — if it is the socially acceptable thing to do. Beyond these immediate actions, they will pre-plan to serve food at social occasions where alcohol is being served. This group, however, is strongly differentiated by its relative passivity in that they are much less willing than others to consider countermeasures involving physical restraint of even their close friends and relatives.

Socio-demographically, Segment A is about equally divided between males and females in the 20 to 45 year age range. They are generally well educated and earn better than average incomes, with more than two-thirds making \$10,000 or more. Nearly half hold white collar jobs, with professional occupations being held by more than a third.

The alcohol attitudes and knowledge of this segment are fairly typical of all the ARS—Involved, though they are less likely to believe that people who drink are morally weak. Also, they are somewhat less knowledgeable about the magnitude of alcohol-caused traffic deaths and the role of the problem drinker.

In terms of behavior, they are frequently involved in the ARS situation, with more than half of the occasions of their involvement being in a home environment. While social occasions account for the majority of their ARS involvement, they are slightly more often apt to drink in business situations, presumably because of their higher level of professional employment. When they are in ARS situations, Segment A respondents (like other ARS--Involved individuals) themselves drink moderately heavily.

Segment A individuals perceived themselves to have been in a potential DWI situation and have reported taking action at levels similar to the total ARS--Involved group. They are slightly less likely to know a problem drinker and less likely to take action (other than driving) if the potential DWI is characterized as a "problem drinker."

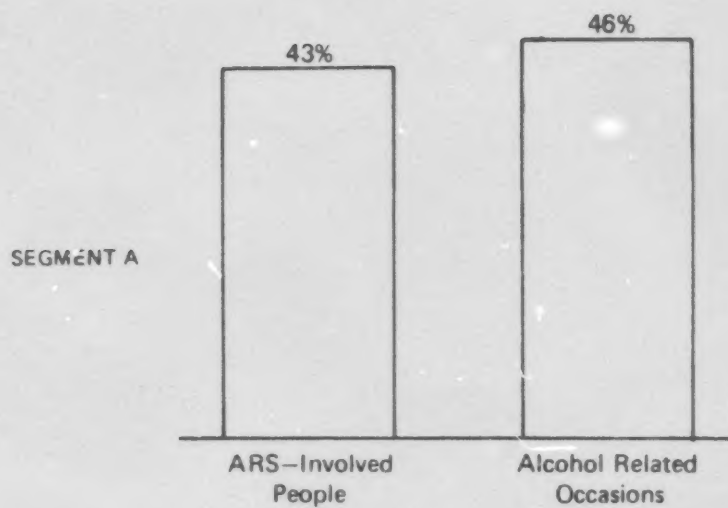
In terms of personality profile, Segment A respondents are characterized mainly by their passivity and their need to conform to what is socially acceptable. In situations which require action for reasons of social conformity they would tend to act, but to rely on their own judgement regarding the specific actions to take.

Because Segment A's willingness to get involved is so tied to their perception of what is the socially acceptable thing to do, we call them the --

SOCIAL CONFORMERS

**WHAT PROPORTION OF ARS—INVOLVED PEOPLE AND
OCCASIONS IS ACCOUNTED FOR BY SEGMENT A?**

(Base: ARS—Involved Sample)

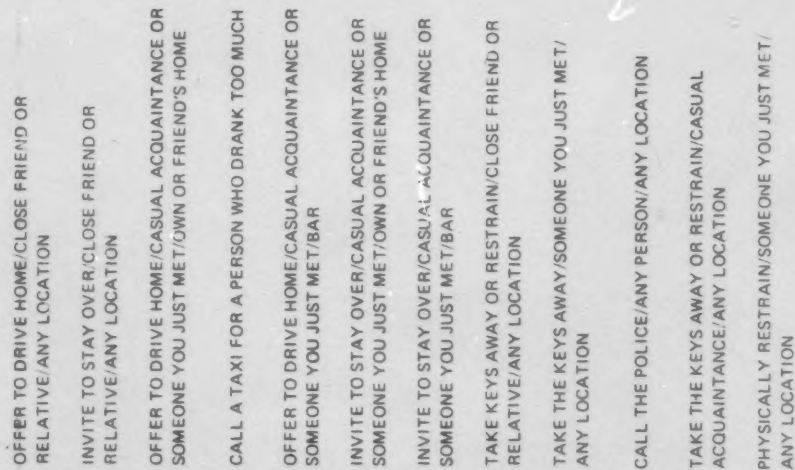


WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT A?

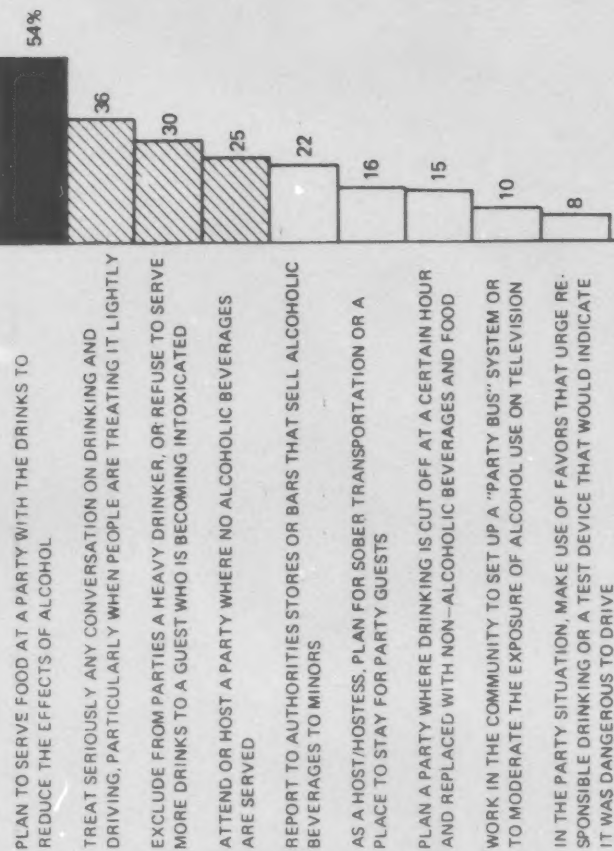
— % RATING "EXTREMELY" LIKELY TO DO —

50%+ = High Potential
25–49% = Some Potential
Under 25% = Low Potential

IMMEDIATE ACTION COUNTERMEASURES



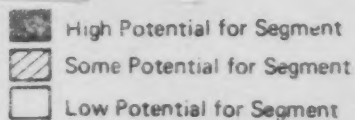
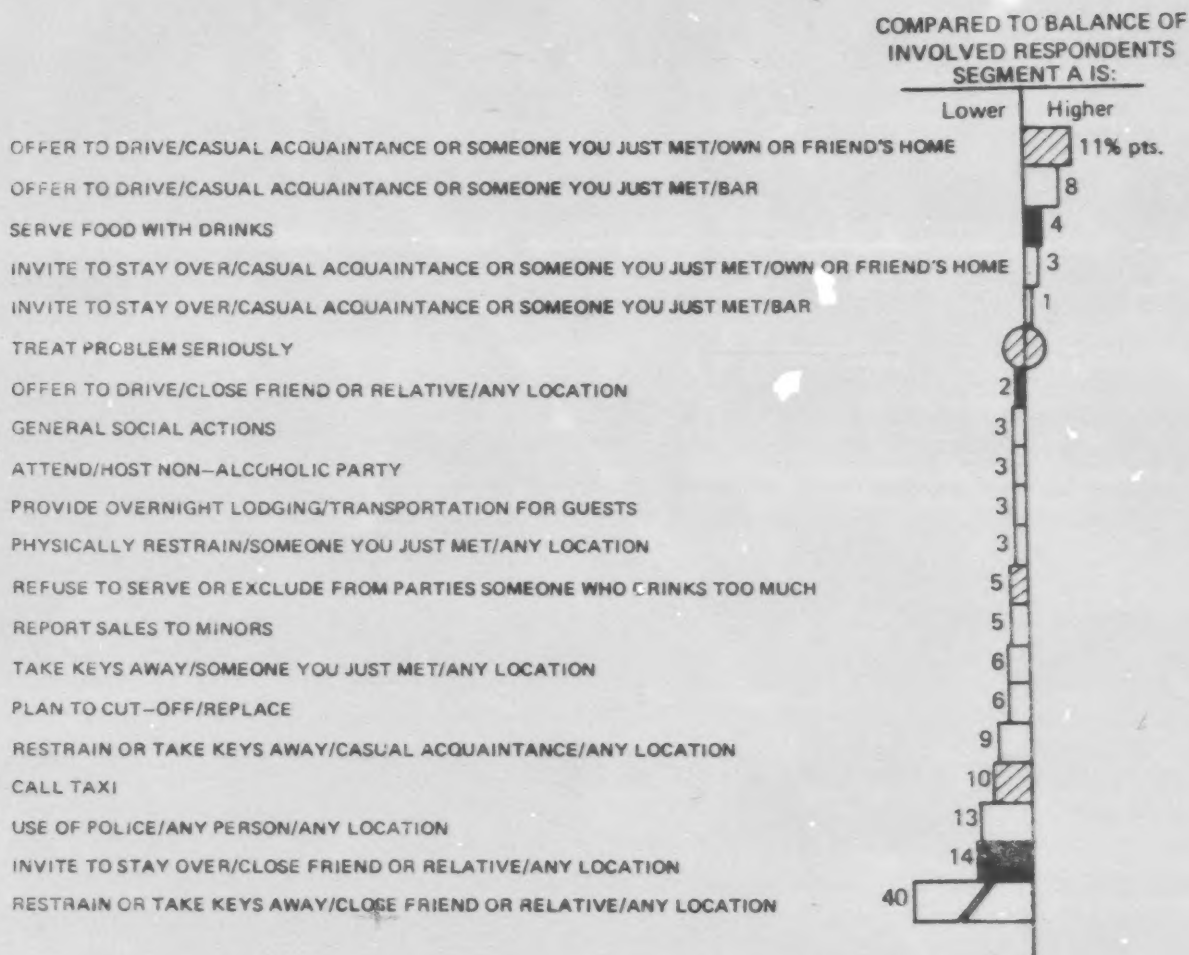
PRE-PLAN/GENERAL COUNTERMEASURES



WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT A?

(Base: ARS—Involved Sample)

— % Rating "Extremely" Likely To Do —



WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT A?

(Base: ARS--Involved Sample)

AGE OF RESPONDENT

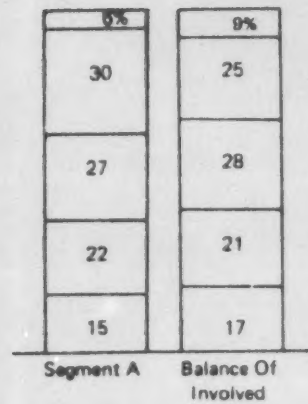
UNDER 20

20-24

25-34

35-44

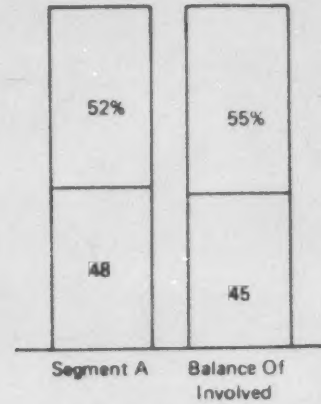
45 AND OVER



SEX OF RESPONDENT

MALE

FEMALE



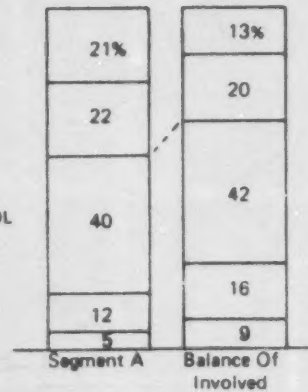
EDUCATION OF RESPONDENT*

COMPLETED COLLEGE

SOME COLLEGE

COMPLETED HIGH SCHOOL

SOME HIGH SCHOOL
GRAMMAR SCHOOL

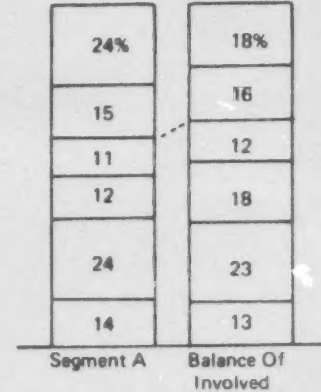


OCCUPATION OF RESPONDENT*

PROFESSIONAL/
MANAGERIAL
WHITE COLLAR
CLERICAL/SALES
SKILLED
BLUE COLLAR
UNSKILLED

HOMEMAKER

OTHER



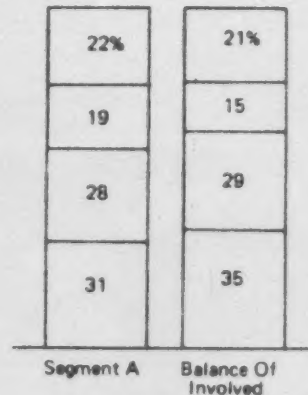
INCOME OF HOUSEHOLD

\$20,000 AND OVER

\$15,000-\$19,999

\$10,000-\$14,999

UNDER \$10,000



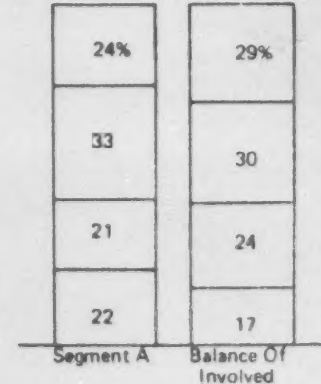
REGION

NORTH EAST

NORTH CENTRAL

SOUTH

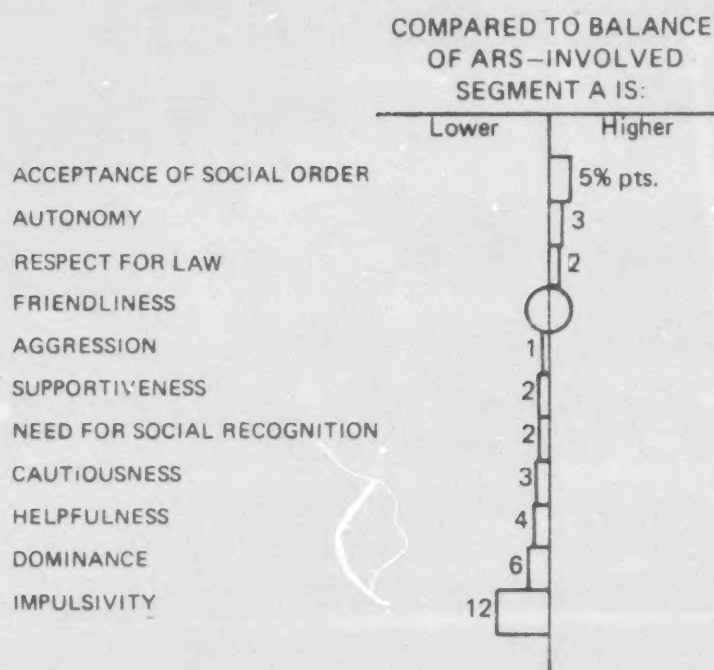
WEST



*Does not include those currently in college

WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT A?

(Base: ARS—Involved Sample)



WHAT IS THE PERSONALITY PROFILE OF SEGMENT A

The members of this group are generally satisfied, even complacent, with society as it is. They are passive, non—impulsive persons who mind their own affairs and would do what is expected of them socially, but little more.

They are not strongly motivated by their need for personal recognition through supportiveness of their friends or helpfulness of those less close to them. Rather, they seek to avoid situations of personal confrontation.

They are motivated by a need for social conformity.

In sum, they could be expected to take such actions which are considered the socially acceptable "things to do", but they would do little more. In those situations where they would act, they would tend to rely on their own judgement of which actions to take.

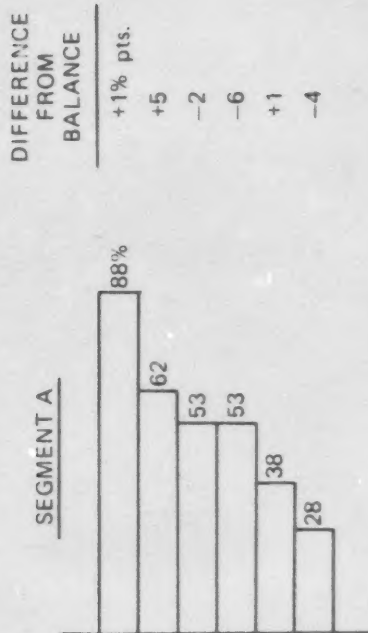
WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT A?

(Base: ARS—Involved Sample)

—% Rating "Strongly" Or "Somewhat" Agree—

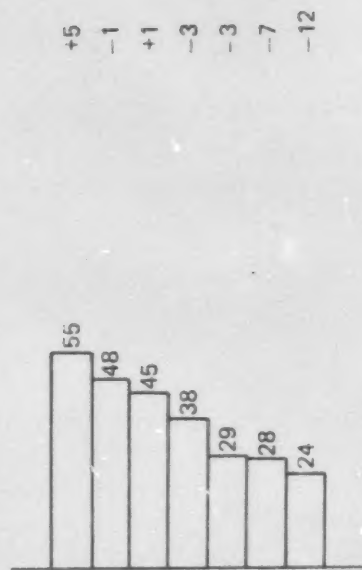
ALCOHOL AND TEENAGER ATTITUDES

IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
 PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
 PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
 TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
 PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA
 TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES



ALCOHOL AND THE PERSON ATTITUDES

THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
 MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
 MOST PEOPLE CAN CONTROL THEIR DRINKING
 ALCOHOLIC BEVERAGES ARE A STIMULANT
 MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED
 MOST PEOPLE WHO DRINK DO SO TO GET HIGH
 PEOPLE WHO DRINK ARE MORALLY WEAK



ALCOHOL AND THE SOCIAL SCENE ATTITUDES

ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES
 TV OVER—EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
 A GOOD HOST/HOYESS DOES NOT NECESSARILY PROVIDE ALCOHOL



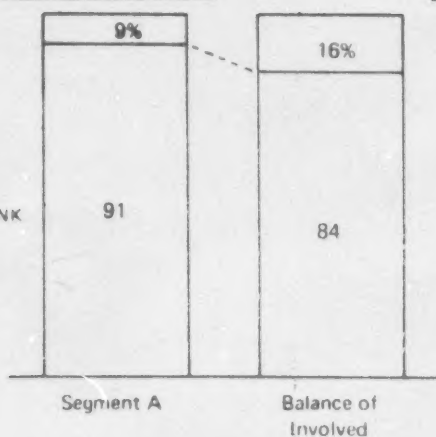
WHAT IS THE DRINKING BEHAVIOR OF SEGMENT A?

(Base: ARS-Involvement Sample)

ALCOHOLIC BEVERAGE CONSUMPTION (MOST FREQUENTLY)

DO NOT CURRENTLY DRINK

CURRENTLY DRINK

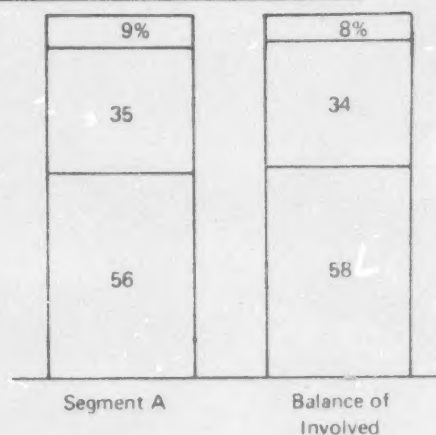


TYPE OF ALCOHOLIC BEVERAGE CONSUMED (MOST FREQUENTLY)

WINE

LIQUOR

BEER



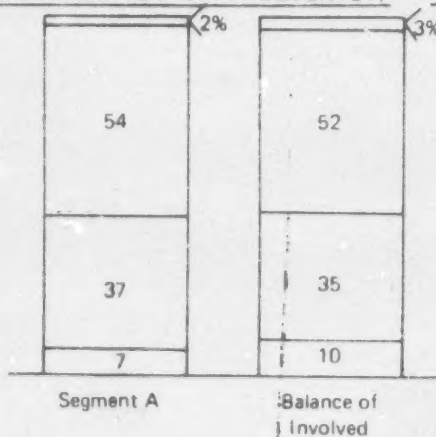
NUMBER OF DRINKS AT AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)

NONE

1-3 DRINKS

4-6 DRINKS

7 OR MORE



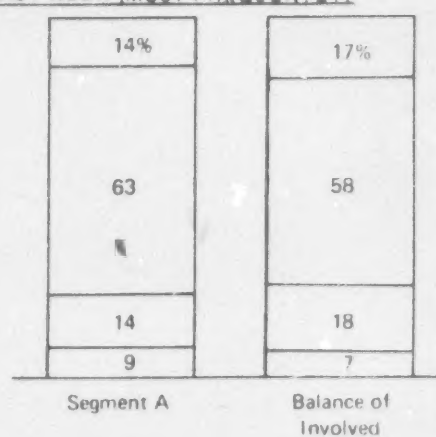
NUMBER OF DAYS DRANK IN PAST WEEK (MOST FREQUENTLY)

NONE

1-3 DAYS

4-6 DAYS

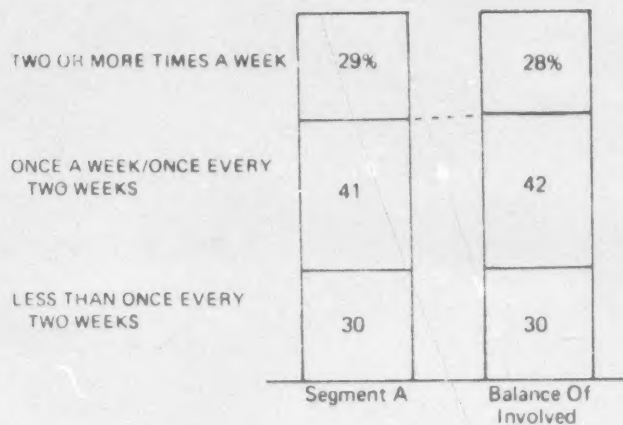
7 DAYS



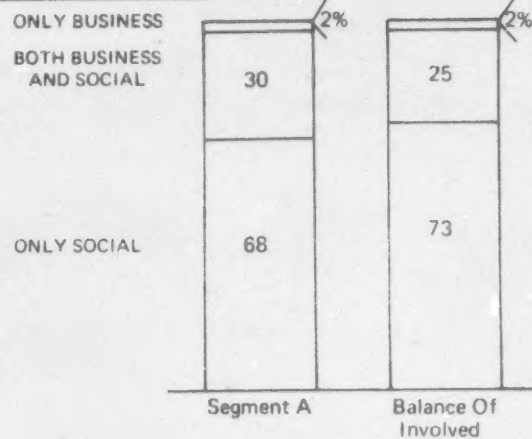
WHAT IS THE NATURE OF SEGMENT A'S CONTACT WITH THE ALCOHOL RELATED SITUATION?

(Base: ARS-Involved Sample)

FREQUENCY OF CONTACT



TYPE OF CONTACT



LOCATION OF CONTACT

ANY HOME LOCATION

OWN

FRIENDS

RELATIVES

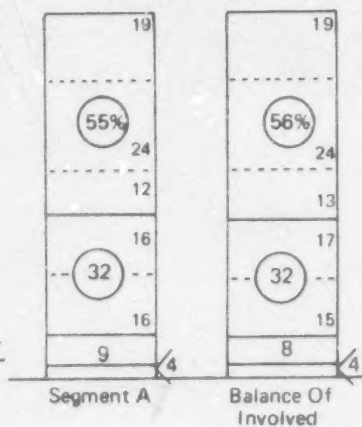
BAR/RESTAURANT

MEAL PRIMARY

MEAL NOT PRIMARY

RECREATIONAL EVENT

IN A CAR

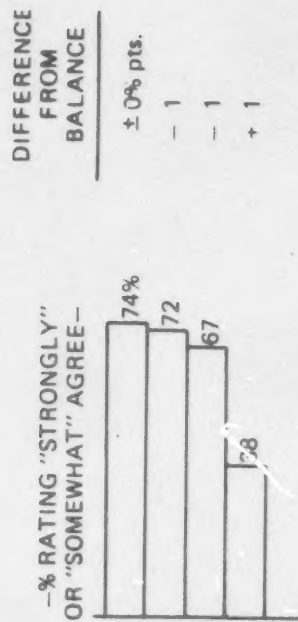


WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT A THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS—Involved Sample)

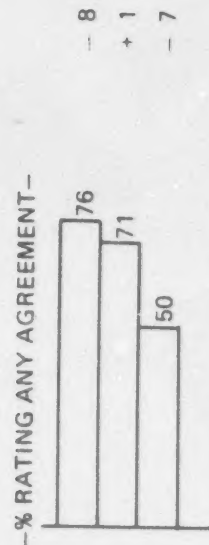
ALCOHOL/HIGHWAY SAFETY ATTITUDES

A PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES
IN A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED .
PEOPLE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVERS EVEN IF IT MEANS HIGHER TAXES
IT IS DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OR TWO DRINKS



ALCOHOL/HIGHWAY SAFETY KNOWLEDGE

OUT OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS
THE ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD
PROBLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS

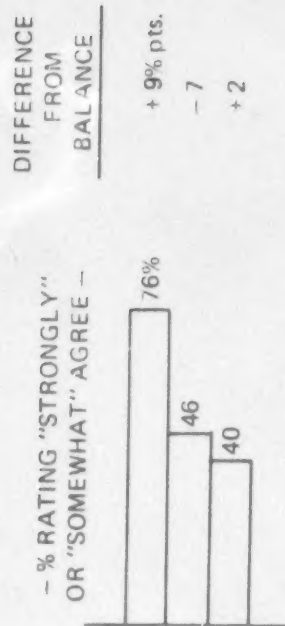


WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT A?

(Base: ARS—Involved Sample)

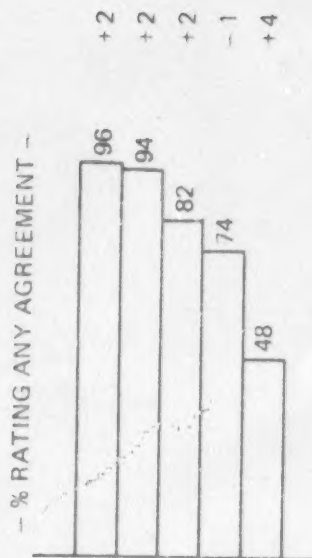
IDENTIFICATION OF IMPAIRMENT

A PERSON CAN BE DRUNK AND NOT STAGGER OR SLUR HIS SPEECH
IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL



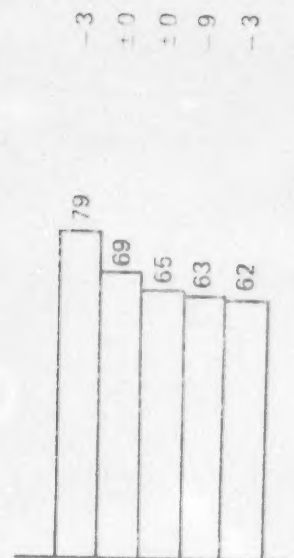
PERCEIVED CAUSES OF IMPAIRMENT

ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
A PERSON'S MOOD HELPS TO DETERMINE HOW HE IS AFFECTED BY ALCOHOL
A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

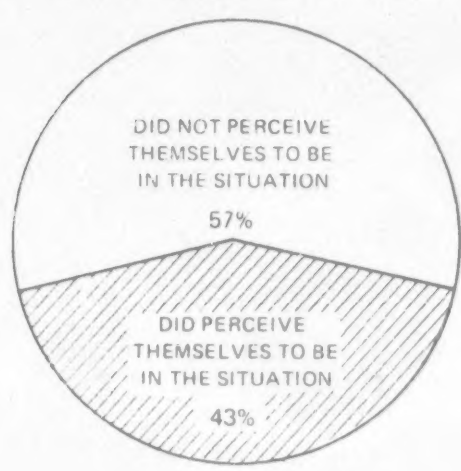
MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
A COLD SHOWER CAN HELP SOBER UP A PERSON
DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON



WHAT IS SEGMENT A'S EXPERIENCE WITH THE ACTUAL NEED TO TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS-Involved Sample)

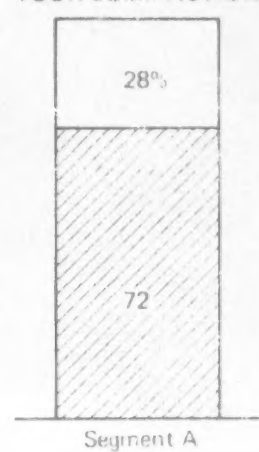
PAST YEAR IN A POTENTIAL DWI SITUATION



WHEN PERCEIVED,
TOOK SOME ACTION

TOOK NO ACTION

TOOK SOME ACTION



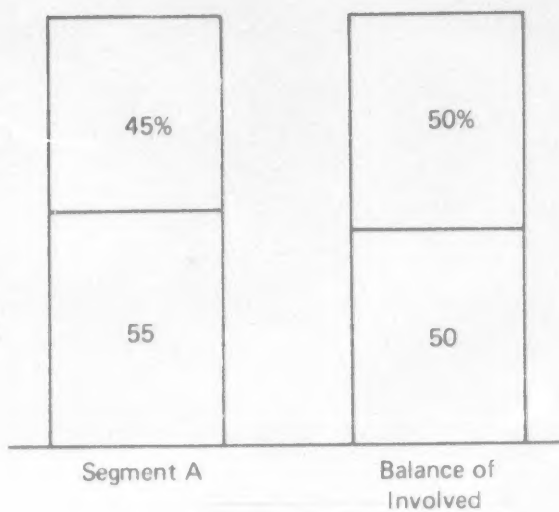
WHAT PROPORTION OF SEGMENT A KNOW A PROBLEM DRINKER?

(Base: Involved Respondents)

KNOW A PROBLEM DRINKER

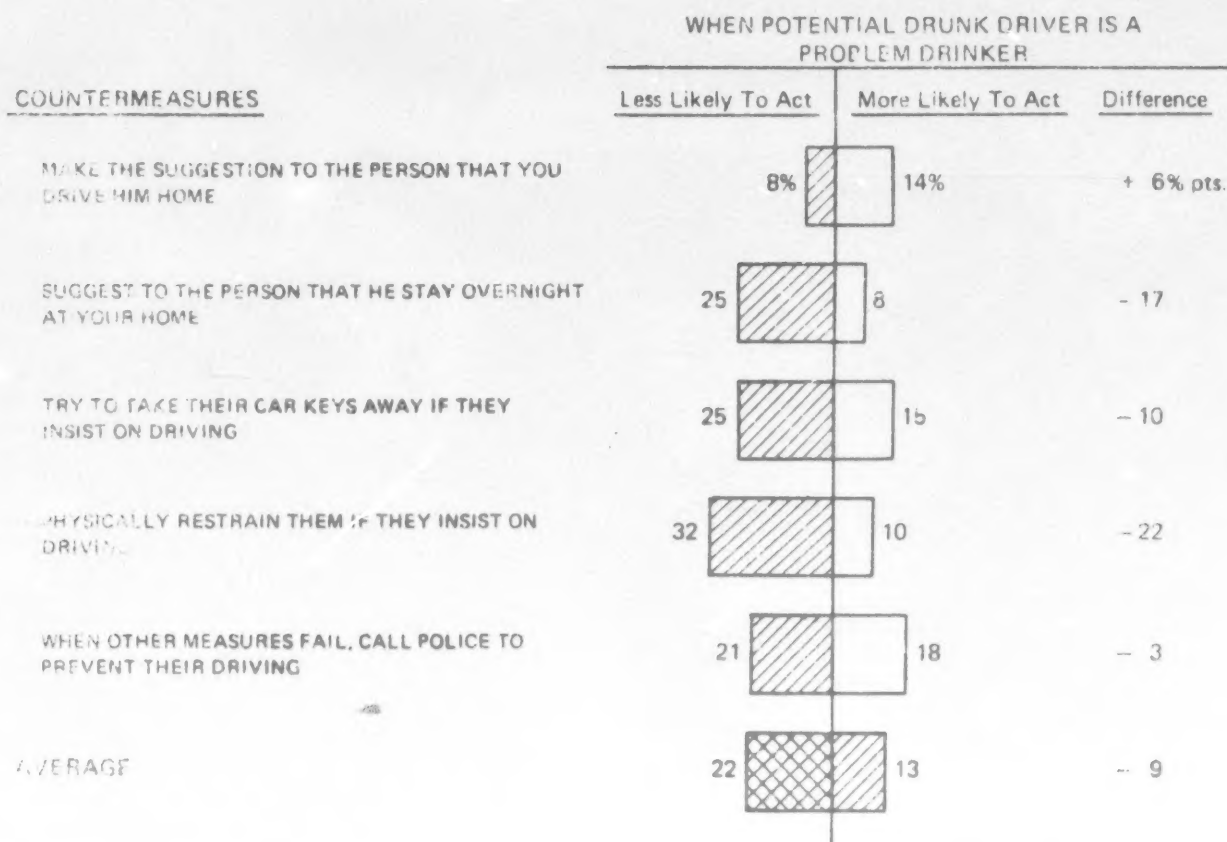
KNOW A PROBLEM DRINKER

DO NOT KNOW A PROBLEM DRINKER



**WILL SEGMENT A TAKE MORE ACTION WHEN THE POTENTIAL
DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base: ARS--Involved Sample)



WHAT IS SEGMENT B LIKE?

- . Size
- . Countermeasure potential
- . Demography
- . Psychology
- . Alcohol attitudes
- . Drinking behavior
- . Alcohol knowledge
- . Actual experience with potential DWI's
- . Problem drinker countermeasures

WHAT ARE THE PEOPLE IN SEGMENT B LIKE?

Segment B is the second largest group accounting for 27% of the ARS group and 32% of the total occasions. The sets of actions that Segment B is willing to take mainly involve restraining their friends whose driving ability has been impaired by drinking. They are aggressive and motivated mainly by strong feelings of friendship. Thus, in addition to their willingness to take driving and stay-over countermeasures they, more than others, will physically restrain their close friends and relatives from driving and will take their keys away.

In terms of pre-planning countermeasures, Segment B members show substantially lower potential than other ARS-Involved members on any actions. While still moderately willing to do so, they would be less likely than others even to serve food at parties.

Demographically, this segment is a predominantly male group with males outnumbering females by a two-to-one margin. This is also a young group with three out of four of its members under 35 years of age. This segment is slightly less upscale than others in the ARS group with about two-thirds having incomes of less than \$15,000, with one-third having attended college. Members of this group can be found in all regions of the country, but they tend to be overrepresented in the Northeast.

The alcohol attitudes of Segment B can be described as even more "pro" drinking, than those of other ARS—Involved adults. They believe less that parents should discourage teens from drinking, that strict law enforcement should be supported by higher taxes and that a few drinks are not dangerous when driving. They are also somewhat more susceptible to the common misperceptions about intoxication and the sobering-up process.

More than other ARS—Involved individuals, members of Segment B perceived they had been in a potential DWI situation, and more of them took action. They tend to know problem drinkers more than do others and are slightly less inhibited about taking countermeasures against them.

The members of this segment are in the ARS situation more frequently than others in the ARS group, with one-third of them involved two or more times per week, and half of their ARS occasions being in the home. They are heavier drinkers than others in the ARS group with over two-thirds having four or more drinks in an average social situation. In terms of beverage drunk most frequently, they have a much higher preference for beer, with over two-thirds indicating it is their most frequent choice.

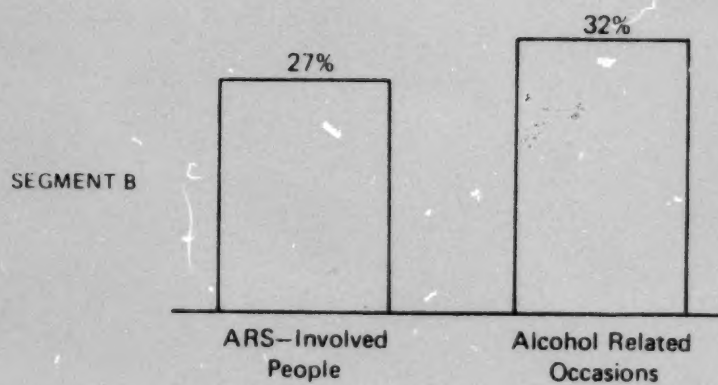
Their personality profile suggests that their primary motivation for acting is friendship and affiliation. They are strongly motivated to act on behalf of their own group members, but not on the basis of broader social conscience. They are not only more impulsive but are highly aggressive and dominant persons who throw caution to the wind when confronted with the potential DWI situation. Thus, they will go so far as to physically restrain their friends from involvement in such situations when necessary.

Because of their aggressive personality and willingness to restrain their friends, even physically, when confronted with the DWI situation, we call them the —

AGGRESSIVE RESTRAINERS

**WHAT PROPORTION OF ARS-INVOLVED PEOPLE AND
OCCASIONS IS ACCOUNTED FOR BY SEGMENT B?**

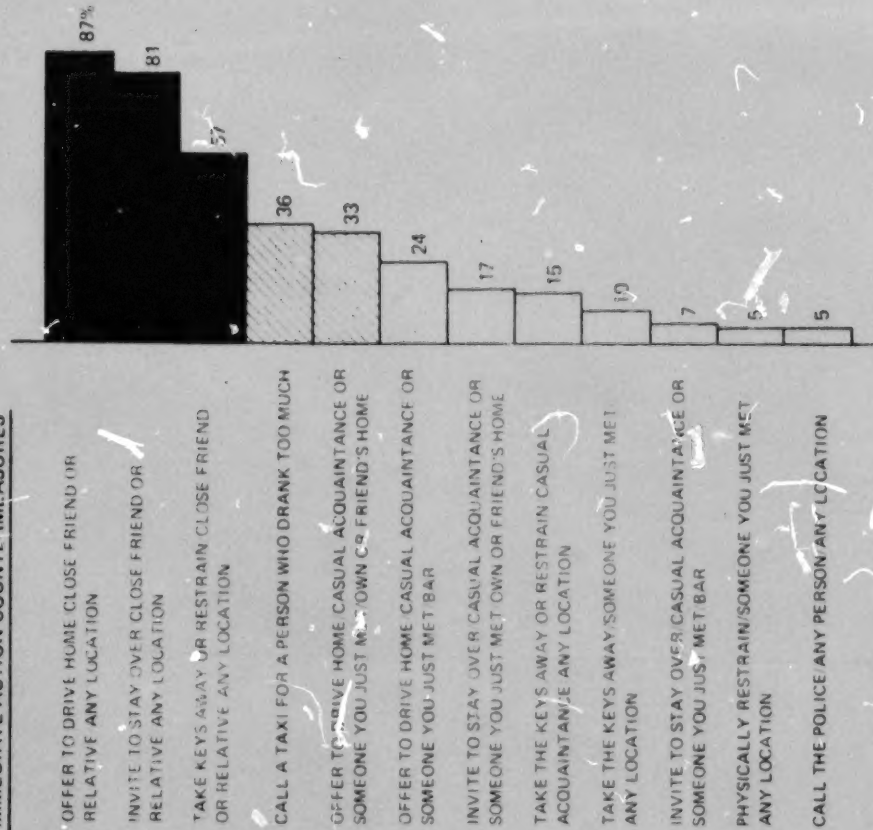
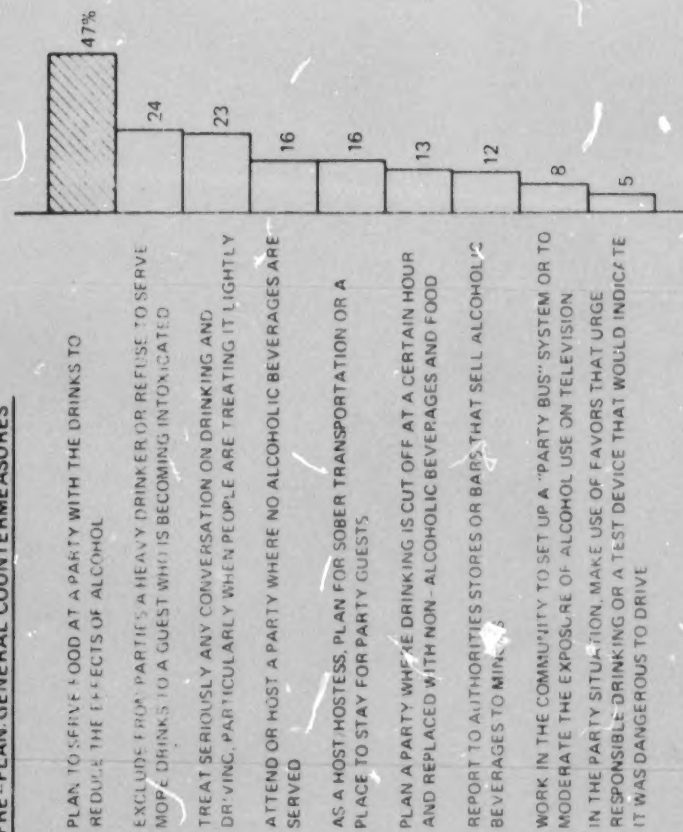
(Base: ARS-Involved Sample)



WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT B?

- % RATING "EXTREMELY" LIKELY TO DO -

50%+ = High Potential
 25-49% = Some Potential
 Under 25% = Low Potential

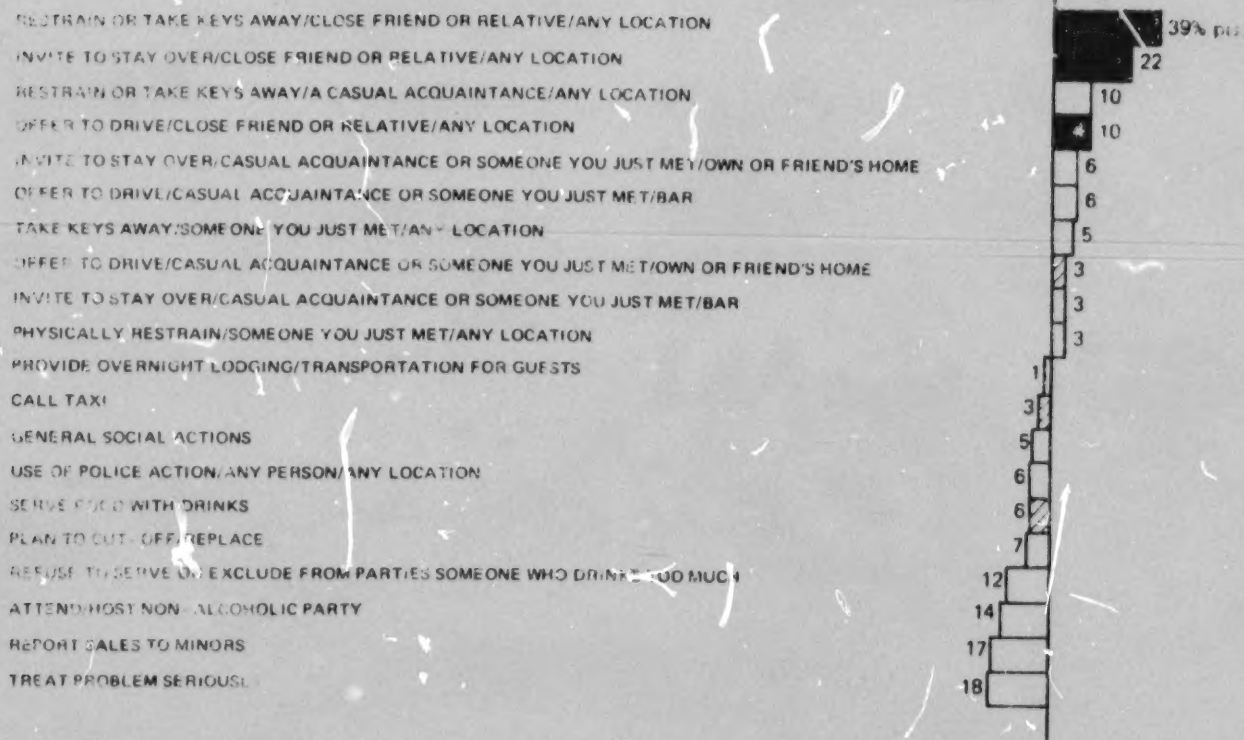
IMMEDIATE ACTION COUNTERMEASURESPRE-PLAN GENERAL COUNTERMEASURES

WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT B?

(Base: ARS-Involvement Sample)

Rating "Extremely" Likely To Do

COMPARED TO BALANCE OF INVOLVED RESPONDENTS
SEGMENT B IS:



High Potential for Segment
 Some Potential for Segment
 Low Potential for Segment

WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT B?

(Base: ARS Involved Sample)

AGE OF RESPONDENT

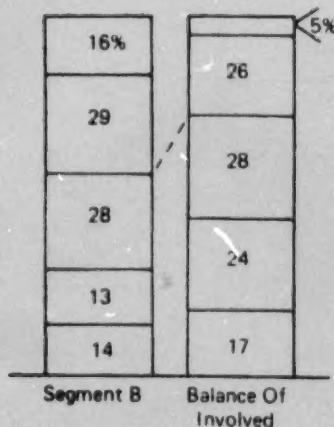
UNDER 20

20-24

25-34

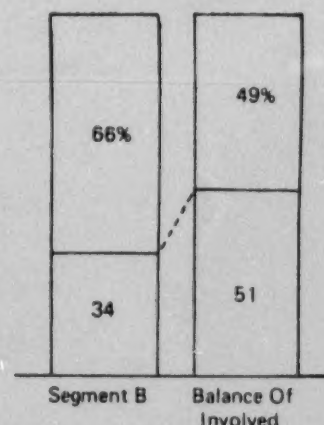
35-44

45 AND OVER

SEX OF RESPONDENT

MALE

FEMALE

EDUCATION OF RESPONDENT*

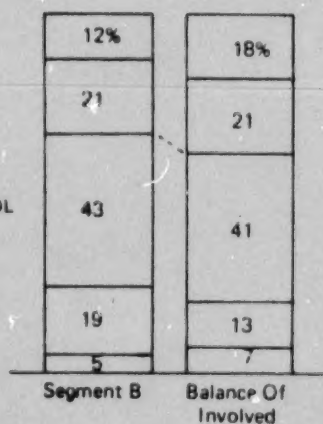
COMPLETED COLLEGE

SOME COLLEGE

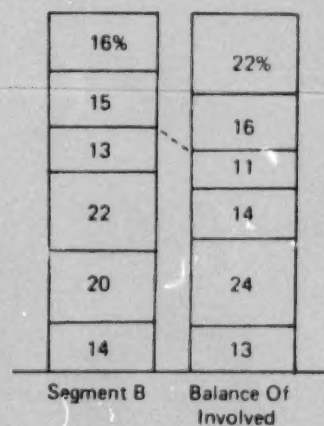
COMPLETED HIGH SCHOOL

SOME HIGH SCHOOL

GRAMMAR SCHOOL

OCCUPATION OF RESPONDENT*

PROFESSIONAL/
MANAGERIAL
WHITE COLLAR
CLERICAL/SALES
SKILLED
BLUE COLLAR
UNSKILLED
HOMEMAKER
OTHER

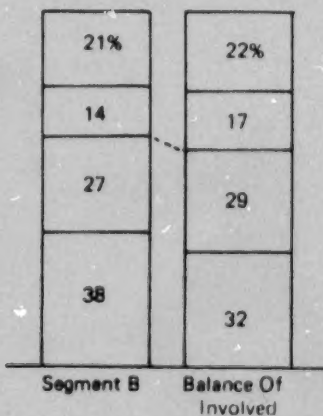
INCOME OF HOUSEHOLD

\$20,000 AND OVER

\$15,000-\$19,999

\$10,000-\$14,999

UNDER \$10,000

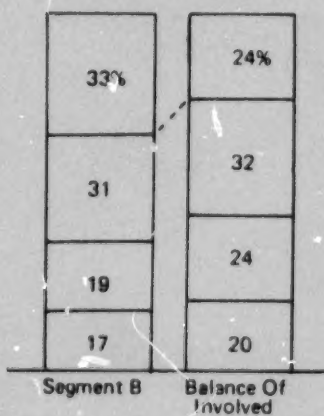
REGION

NORTH EAST

NORTH CENTRAL

SOUTH

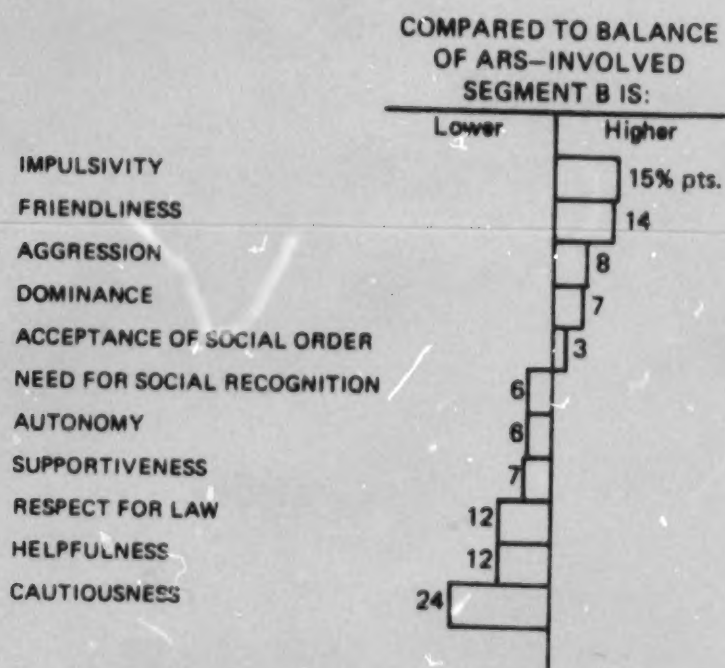
WEST



*Does not include those currently in college.

WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT B?

(Base: ARS-Involved Sample)



WHAT IS THE PERSONALITY PROFILE OF SEGMENT B?

In many respects these individuals are the exact antithesis of the Social Conformers. They are likely to move around in groups and are strongly motivated by their sense of friendship and affiliation.

Within their own social circle they are likely to intervene actively and display a very protective role toward fellow group members. They are unlikely to go to the assistance or support of others who are not members of their own in-group, however. Not surprisingly they tend to be rather apathetic toward the values of the society in which they live and they exhibit little concern about what others beyond their own group think of them.

They are given to making decisions on impulse and have a distinct tendency towards aggressiveness and self-assertiveness. This can make them willing to take aggressive action when confronted with danger.

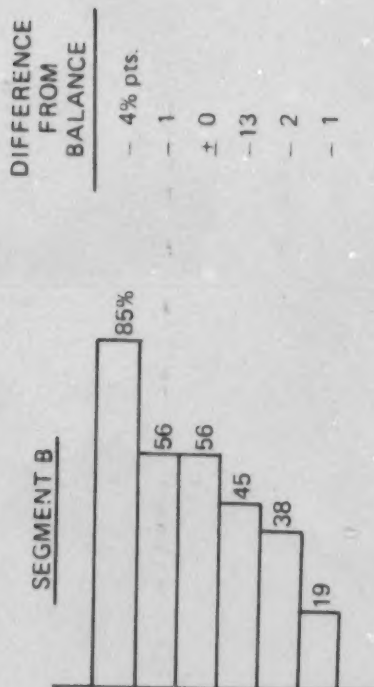
WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT B?

(Base: ARS—Involved Sample)

—% Rating "Strongly" or "Somewhat" Agree—

ALCOHOL AND TEENAGER ATTITUDES

IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
 PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
 TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
 PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
 PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA
 TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES

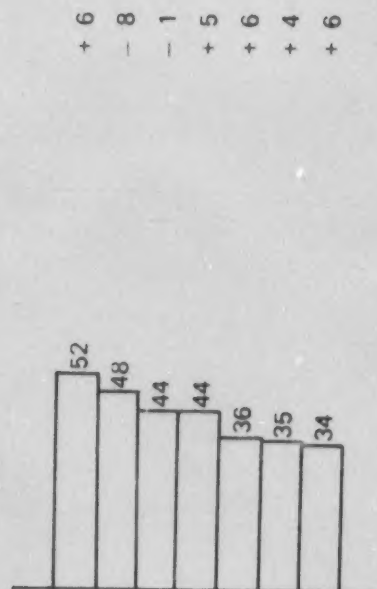


DIFFERENCE FROM BALANCE

- 4% pts.
- 1
+ 0
- 13
- 2
- 1

ALCOHOL AND THE PERSON ATTITUDES

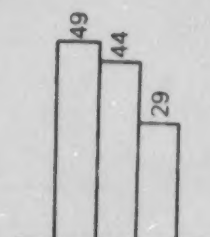
MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
 THERE IS NO WAY TO STUPID PEOPLE WHO WANT TO DRINK
 MOST PEOPLE CAN CONTROL THEIR DRINKING
 ALCOHOLIC BEVERAGES ARE A STIMULANT
 MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED
 MOST PEOPLE WHO DRINK DO SO TO GET HIGH
 PEOPLE WHO DRINK ARE MORALLY WEAK



+ 6
 - 8
 - 1
 + 5
 + 6
 + 4
 + 6

ALCOHOL AND THE SOCIAL SCENE ATTITUDES

ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES
 TV OVER-EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
 A GOOD HOST/HOUSTESS DOES NOT NECESSARILY PROVIDE ALCOHOL



+ 4
 - 5
 - 9

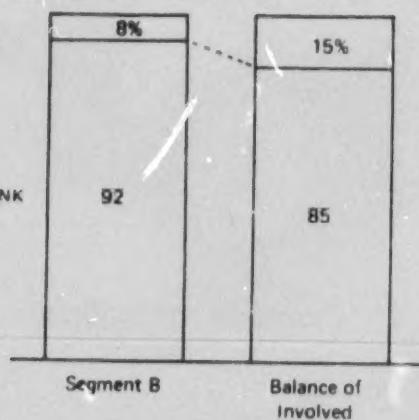
WHAT IS THE DRINKING BEHAVIOR OF SEGMENT B?

(Base: ARS-Involved Sample)

ALCOHOLIC BEVERAGE CONSUMPTION (MOST FREQUENTLY)

DO NOT CURRENTLY DRINK

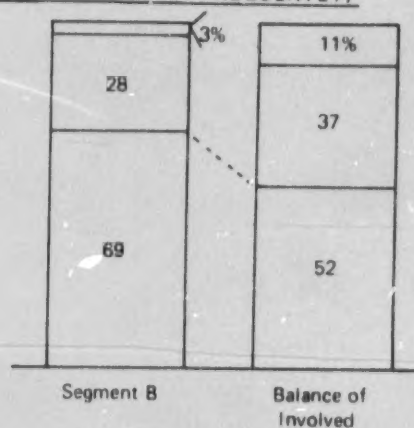
CURRENTLY DRINK

TYPE OF ALCOHOLIC BEVERAGE CONSUMED (MOST FREQUENTLY)

WINE

LIQUOR

BEER

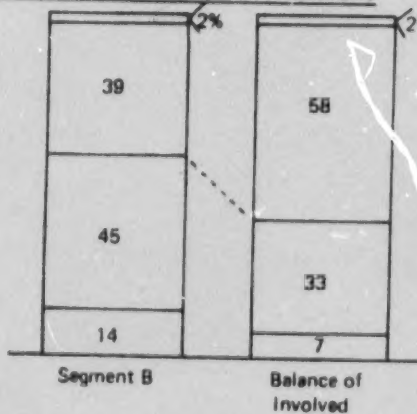
NUMBER OF DRINKS AT AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)

NONE

1-3 DRINKS

4-6 DRINKS

7 OR MORE

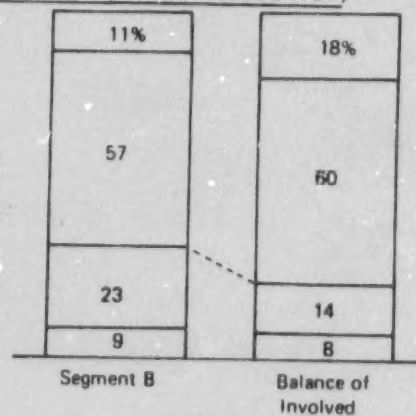
NUMBER OF DAYS DRANK IN PAST WEEK (MOST FREQUENTLY)

NONE

1-3 DAYS

4-6 DAYS

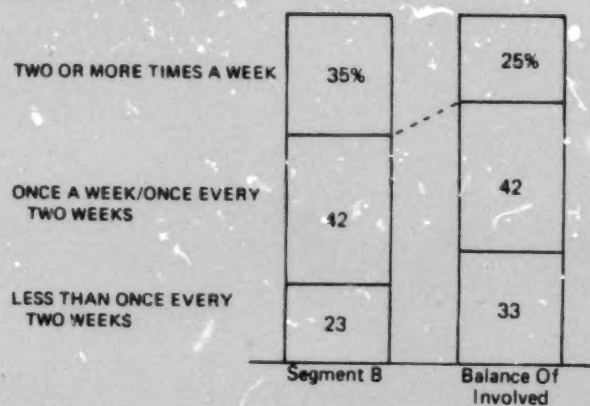
7 DAYS



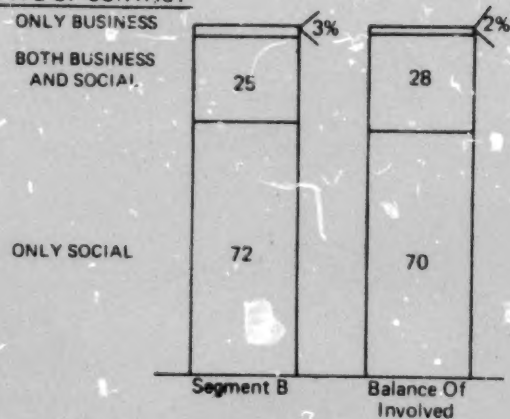
WHAT IS THE NATURE OF SEGMENT B'S CONTACT WITH THE ALCOHOL RELATED SITUATION?

(Base: ARS-Involved Sample)

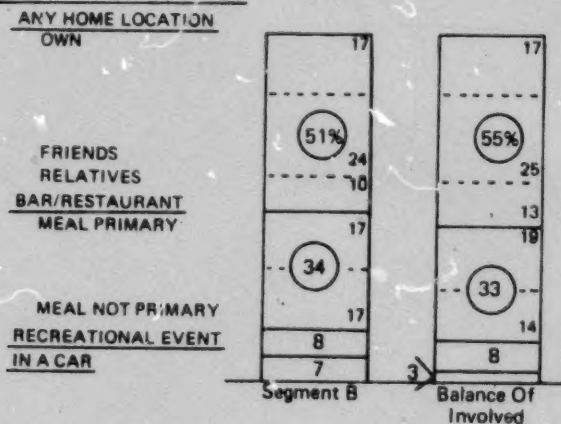
FREQUENCY OF CONTACT



TYPE OF CONTACT



LOCATION OF CONTACT

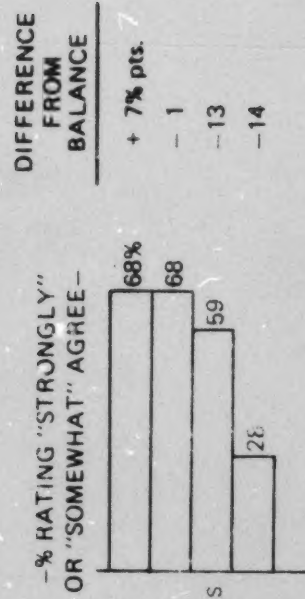


WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT B THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS—Involved Sample)

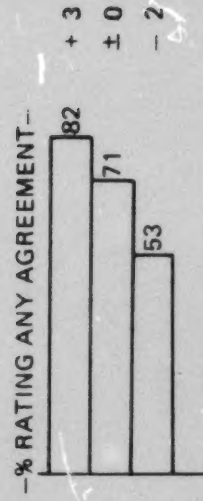
ALCOHOL/HIGHWAY SAFETY ATTITUDES

A PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES
IN A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED
PEOPLE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVERS EVEN IF IT MEANS HIGHER TAXES
IT IS DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OF TWO DRINKS



ALCOHOL/HIGHWAY SAFETY KNOWLEDGE

OUT OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS
THE ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD
PROBLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS

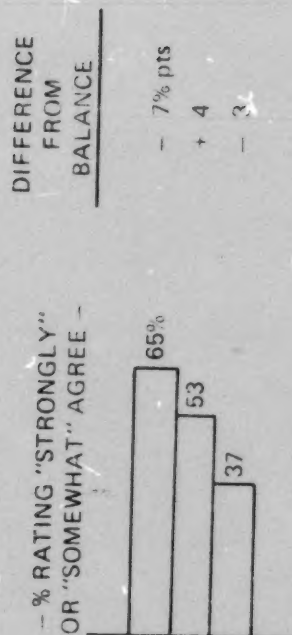


WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT B?

(Base: ARS—Involved Sample)

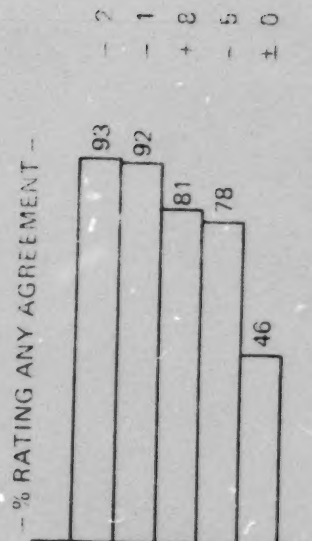
IDENTIFICATION OF IMPAIRMENT

A PERSON CAN BE DRUNK AND NOT STAGGER OR SLUR HIS SPEECH
 IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
 IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL



PERCEIVED CAUSES OF IMPAIRMENT

ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
 A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
 A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
 A PERSON'S MOOD HELPS TO DETERMINE HOW HE IS AFFECTED BY ALCOHOL
 A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

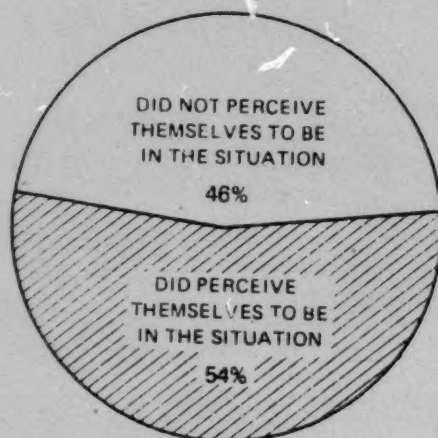
MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
 A COLD SHOWER CAN HELP SOBER UP A PERSON
 A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
 A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
 DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON



WHAT IS SEGMENT B'S EXPERIENCE WITH THE ACTUAL NEED TO
TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS—Involved Sample)

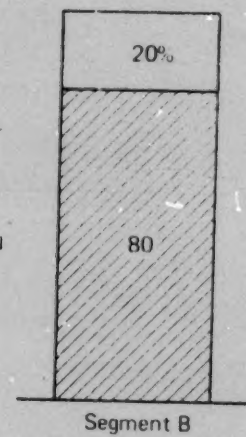
PAST YEAR IN A POTENTIAL DWI SITUATION



TOOK NO ACTION

TOOK SOME ACTION

WHEN PERCEIVED,
TOOK SOME ACTION



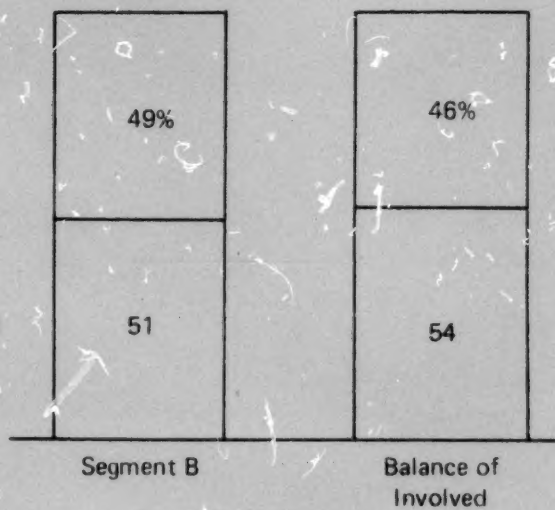
WHAT PROPORTION OF SEGMENT B KNOW A PROBLEM DRINKER?

(Base: Involved Respondents)

KNOW A PROBLEM DRINKER

KNOW A PROBLEM DRINKER

DO NOT KNOW A PROBLEM DRINKER



**WILL SEGMENT B TAKE MORE ACTION WHEN THE POTENTIAL
DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base: ARS-involved Sample)

COUNTERMEASURES

**WHEN POTENTIAL DRUNK DRIVER IS A
PROBLEM DRINKER**

**MAKE THE SUGGESTION TO THE PERSON THAT YOU
DRIVE HIM HOME**

Less Likely To Act More Likely To Act Difference



+ 12% pts.

**SUGGEST TO THE PERSON THAT HE STAY OVERNIGHT
AT YOUR HOME**



-- 5

**TRY TO TAKE THEIR CAR KEYS AWAY IF THEY
INSIST ON DRIVING**



+ 1

**PHYSICALLY RESTRAIN THEM IF THEY INSIST ON
DRIVING**



- 13

**WHEN OTHER MEASURES FAIL, CALL POLICE TO
PREVENT THEIR DRIVING**



-- 3

AVERAGE



- 2

WHAT IS SEGMENT C LIKE?

- . Size
- . Countermeasure potential
- . Demography
- . Psychology
- . Alcohol attitudes
- . Drinking behavior
- . Alcohol knowledge
- . Actual experience with potential DWI's
- . Problem drinker countermeasures

WHAT ARE THE PEOPLE IN SEGMENT C LIKE?

This is the second smallest segment accounting for only 18% of the ARS-Involved group and 13% of the occasions.

People in this segment are differentiated from other ARS-Involved groups by their greater willingness to pre-plan and thus avoid the potential DWI problem. They are much less likely than others to further take action after drunkenness has taken place.

This is a predominantly female segment (56%) with one-third of its members living in the South. They are slightly older with nearly half of them over 35 years old. In addition, their household income is substantially below others in the ARS-Involved group with nearly two-thirds of them having incomes of less than \$15,000.

Their alcohol attitudes are much less positive than other ARS—Involved adults, but they are equally subject to the common misperceptions. They are less likely to have been in potential DWI situations and are somewhat less likely to have taken any action when confronted with it. They tend to know problem drinkers slightly more than others, and their likelihood to take countermeasure action is further reduced by focusing on the problem drinker.

Segment C members are less frequently involved in the ARS situation, with 80% involved once a week or less. They are light drinkers with two-thirds having three or less drinks on an average social occasion.

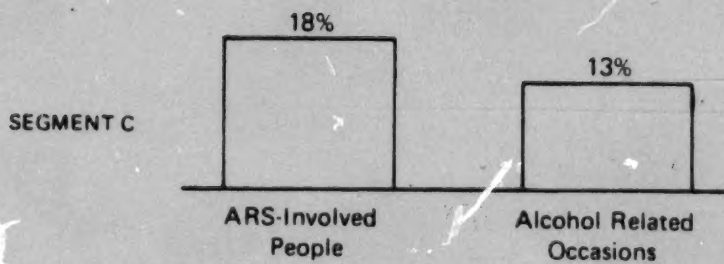
The segment's personality is quiet and nonassertive. They are much more cautious than other members of the ARS group which explains their greater tendency to want to plan ahead to avoid potentially harmful situations.

Because of the passive nature of their personality and their high willingness to perform pre-planning countermeasures, we call them the —

CAUTIOUS PRE-PLANNERS

**WHAT PROPORTION OF ARS-INVOLVED PEOPLE AND
OCCASIONS IS ACCOUNTED FOR BY SEGMENT C?**

(Base: ARS-Involved Sample)

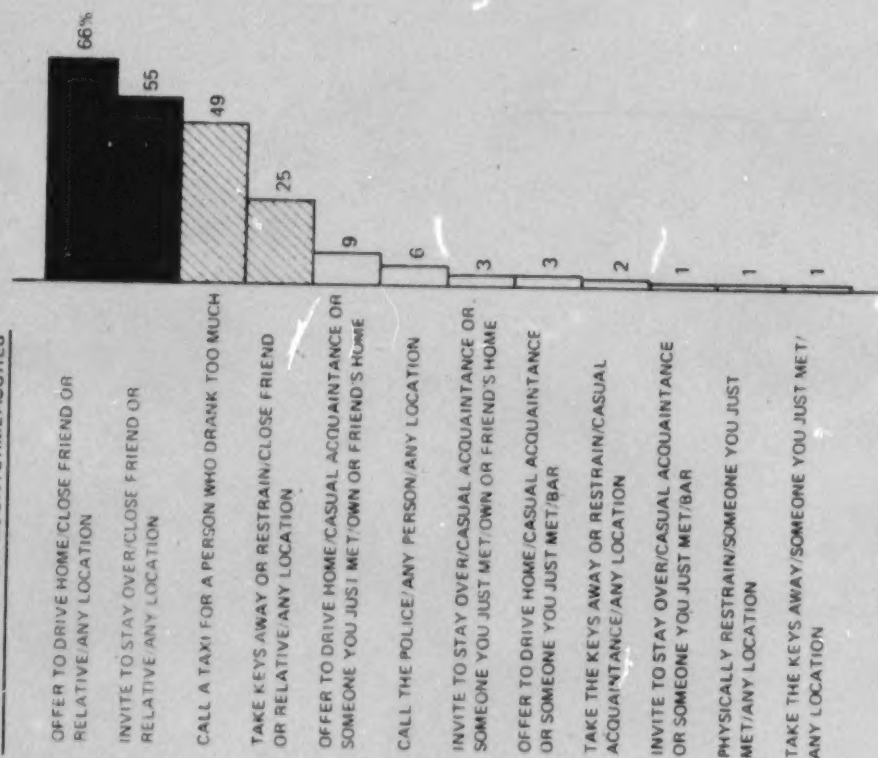


WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT C?

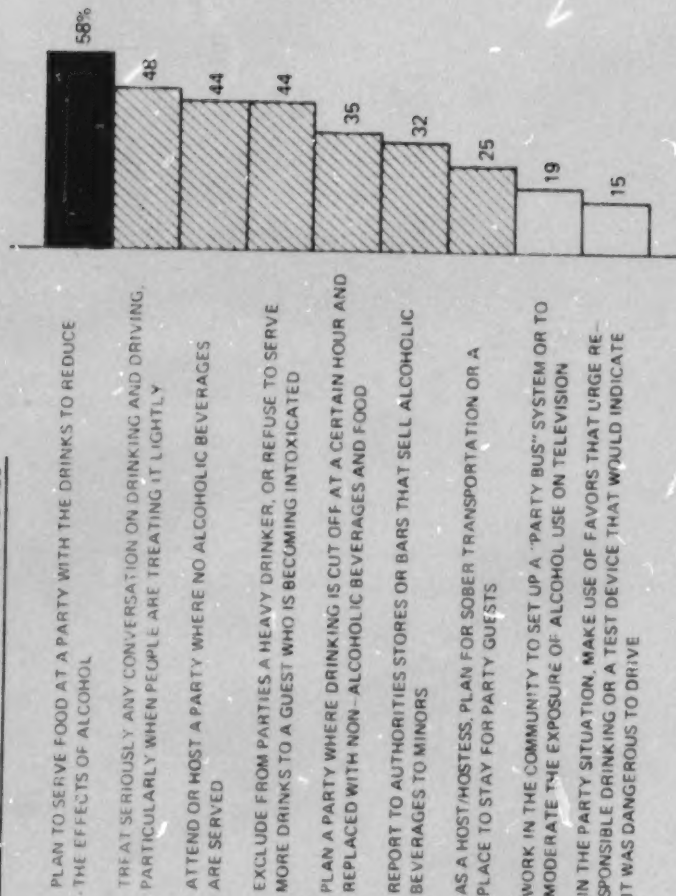
- % RATING "EXTREMELY" LIKELY TO DO -

50%+ = High Potential
25-49% = Some Potential
Under 25% = Low Potential

IMMEDIATE ACTION COUNTERMEASURES



PRE-PLAN/GENERAL COUNTERMEASURES



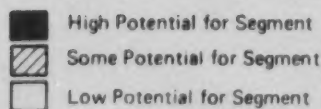
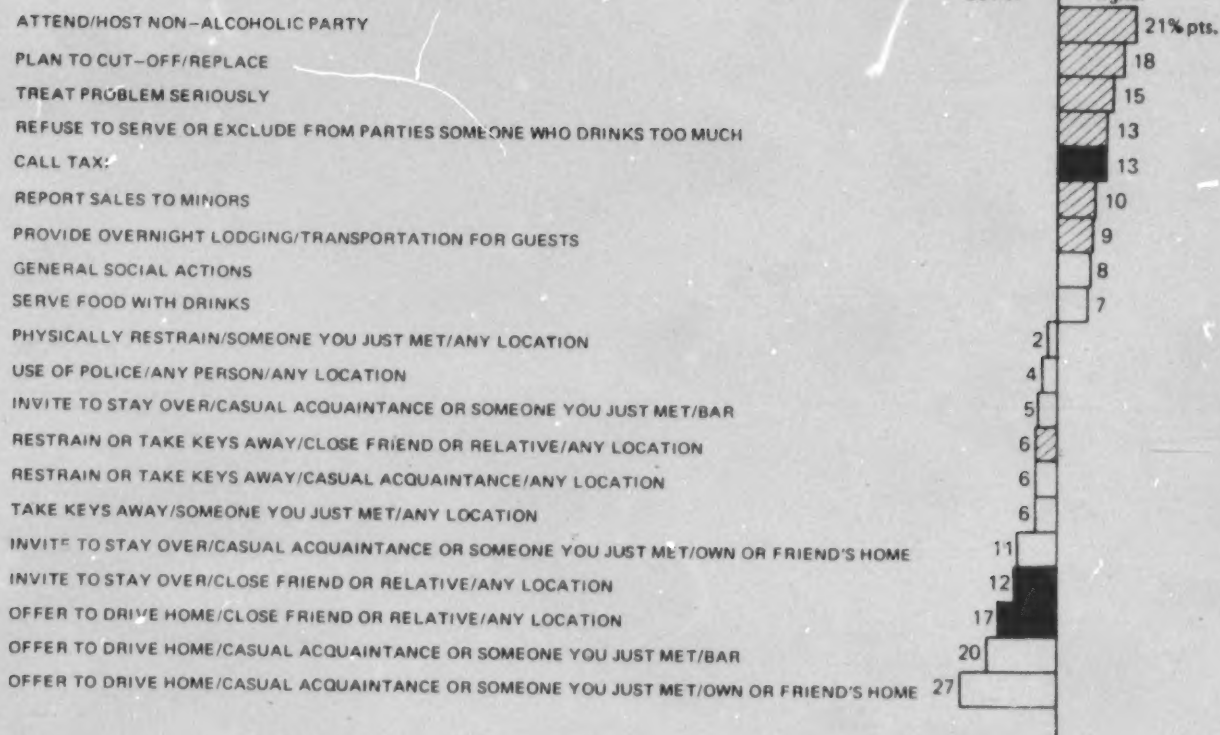
WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT C?

(Base: ARS-Involved Sample)

- % Rating "Extremely" Likely To Do -

COMPARED TO BALANCE OF INVOLVED RESPONDENTS

SEGMENT C IS:



WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT C?

(Base: ARS—Involved Sample)

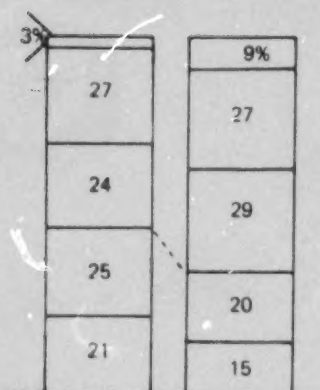
AGE OF RESPONDENT
UNDER 20

20 - 24

25 - 34

35 - 44

45 AND OVER



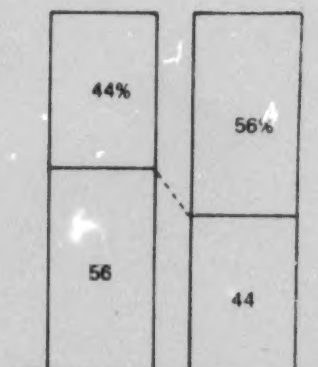
Segment C

Balance Of Involved

SEX OF RESPONDENT

MALE

FEMALE



Segment C

Balance Of Involved

EDUCATION OF RESPONDENT*

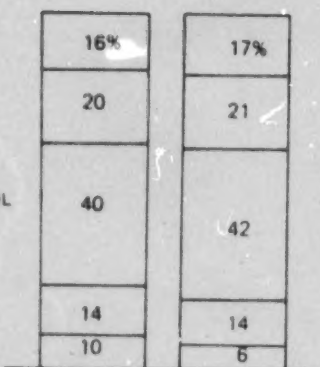
COMPLETED COLLEGE

SOME COLLEGE

COMPLETED HIGH SCHOOL

SOME HIGH SCHOOL

GRAMMAR SCHOOL



Segment C

Balance Of Involved

OCCUPATION OF RESPONDENT*

PROFESSIONAL/
MANAGERIAL

WHITE COLLAR

CLERICAL/SALES

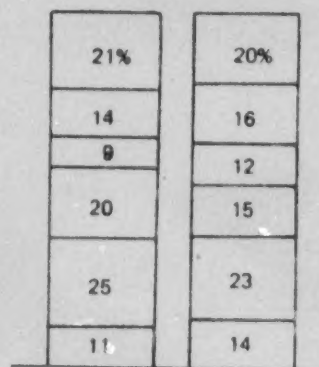
SKILLED

BLUE COLLAR

UNSKILLED

HOMEMAKER

OTHER



Segment C

Balance Of Involved

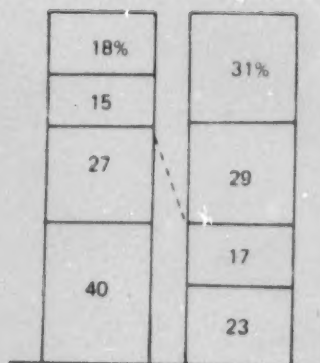
INCOME OF HOUSEHOLD

\$20,000 AND OVER

\$15,000-\$19,999

\$10,000-\$14,999

UNDER \$10,000



Segment C

Balance Of Involved

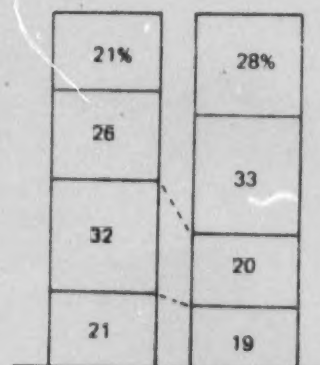
REGION

NORTH EAST

NORTH CENTRAL

SOUTH

WEST



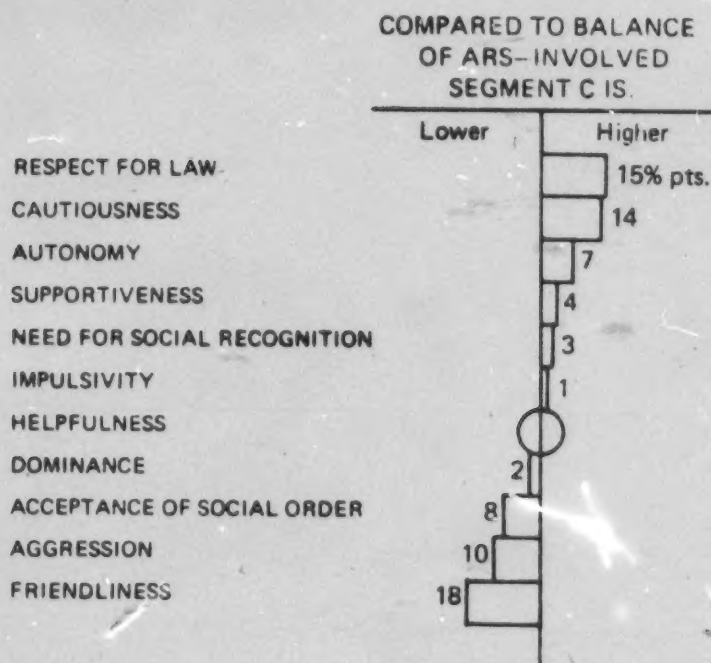
Segment C

Balance Of Involved

*Does not include those currently in college.

WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT C?

(Base: ARS-Involved Sample)



WHAT IS THE PERSONALITY PROFILE OF SEGMENT C?

The members of this segment tend to be quiet, non-self-assertive individuals who are, to some extent, "loners". They are likely to be less than completely satisfied with contemporary American society and are likely to be critical of many elements in it.

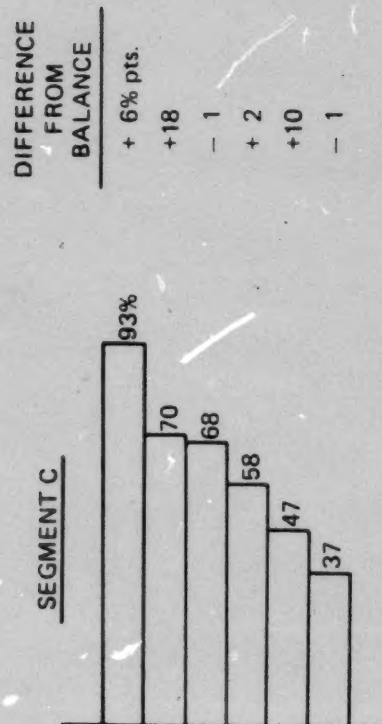
Their unwillingness to assert themselves would tend to make them fairly law-abiding individuals, partly because they do not want to attract attention to themselves, and partly because they prefer to avoid situations which involve any kind of risk or danger.

They would be unlikely to seek any active form of restraint in handling other people's problems, but they do feel some sense of responsibility and, therefore, might be expected to act in a more passive manner to avoid the problem.

WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT C?

(Base: ARS—Involved Sample)

—% Rating "Strongly" or "Somewhat" Agree—



DIFFERENCE
FROM
BALANCE

+ 6% pts.
+18
- 1
+ 2
+10
- 1

ALCOHOL AND TEENAGER ATTITUDES

IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES
PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA

ALCOHOL AND THE PERSON ATTITUDES

THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
MOST PEOPLE WHO DRINK DO SO TO GET HIGH
MOST PEOPLE CAN CONTROL THEIR DRINKING
ALCOHOLIC BEVERAGES ARE A STIMULANT
PEOPLE WHO DRINK ARE MORALLY WEAK
MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED

- 1
- 3
+11
- 6
- 2
+ 0
- 3

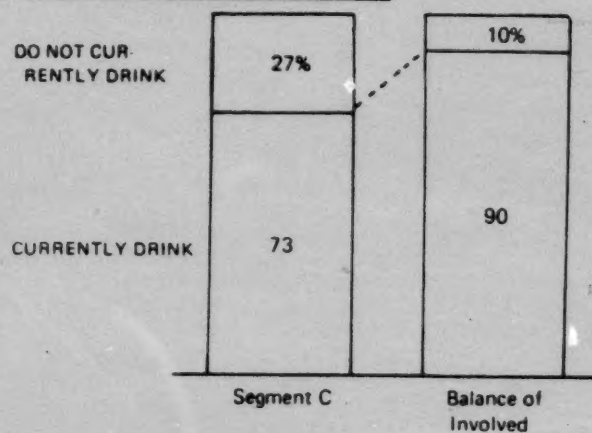
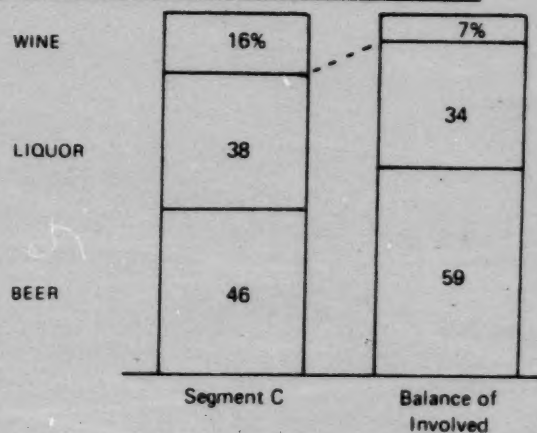
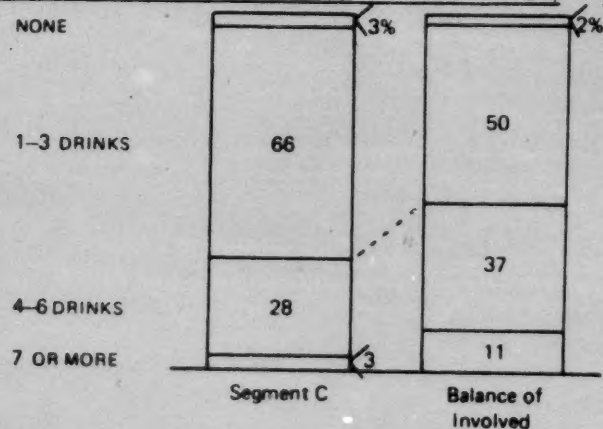
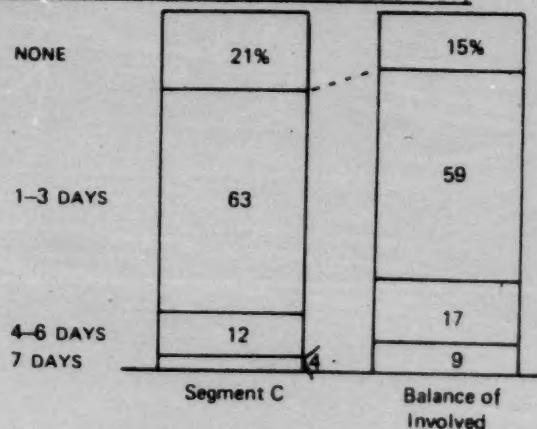
ALCOHOL AND THE SOCIAL SCENE ATTITUDES

TV OVER EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
A GOOD HOST/HOSTESS DOES NOT NECESSARILY PROVIDE ALCOHOL
ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES

+14
+ 6
- 2

WHAT IS THE DRINKING BEHAVIOR OF SEGMENT C?

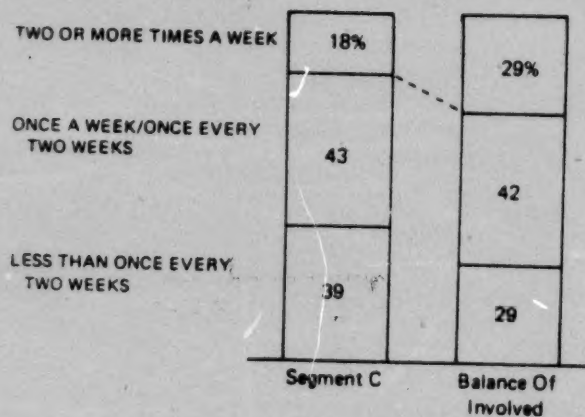
(Base: ARS—Involved Sample)

ALCOHOLIC BEVERAGE CONSUMPTION (MOST FREQUENTLY)TYPE OF ALCOHOLIC BEVERAGE CONSUMED (MOST FREQUENTLY)NUMBER OF DRINKS AT AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)NUMBER OF DAYS DRANK IN PAST WEEK (MOST FREQUENTLY)

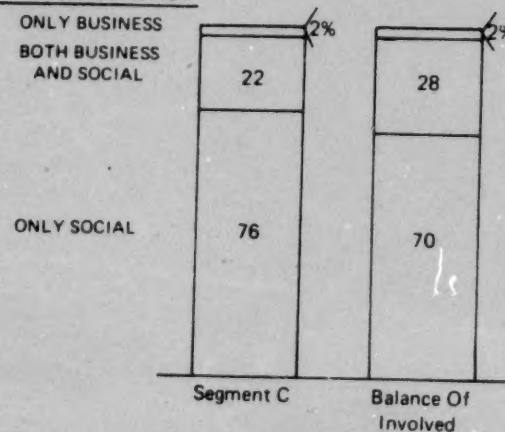
WHAT IS THE NATURE OF SEGMENT C'S CONTACT WITH THE ALCOHOL RELATED SITUATION?

(Base: ARS-Involved Sample)

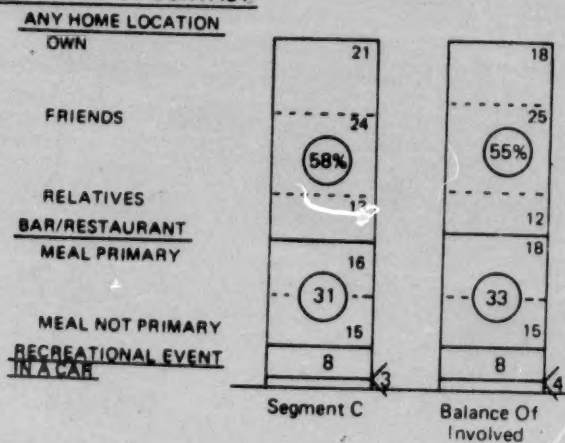
FREQUENCY OF CONTACT



TYPE OF CONTACT



LOCATION OF CONTACT

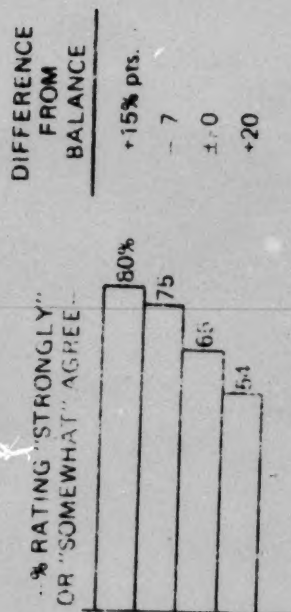


WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT C THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS - Involved Sample)

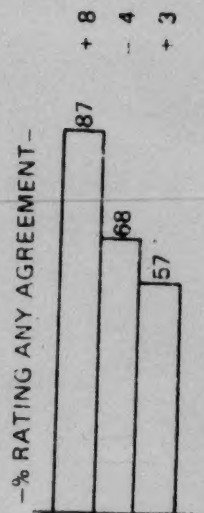
HOL/HIGHWAY SAFETY ATTITUDES

PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES
A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED
PE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVING EVEN IF IT MEANS HIGHER TAXES
S DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OR TWO DRINKS



HOL/HIGHWAY SAFETY KNOWLEDGE

OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS
ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD
BLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS

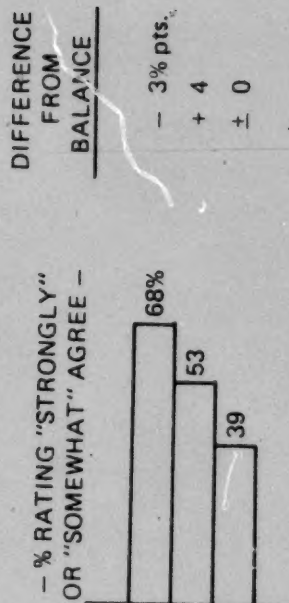


WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT C?

(Base: ARS—Involved Sample)

IDENTIFICATION OF IMPAIRMENT

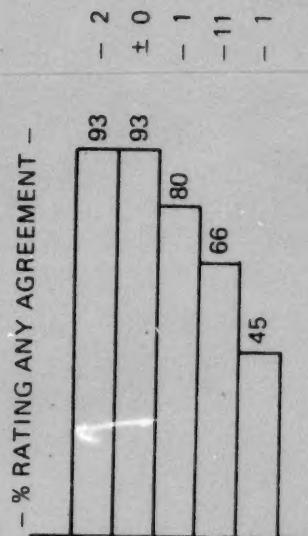
A PERSON CAN BE DRUNK AND NOT STAGGER OR SLUR HIS SPEECH
IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL



128

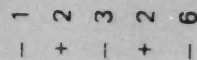
PERCEIVED CAUSES OF IMPAIRMENT

ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
A PERSON'S MOOD HELPS TO DETERMINE HOW HE IS AFFECTED BY ALCOHOL
A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

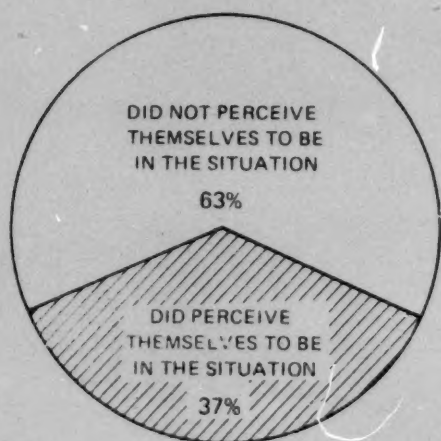
MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
A COLD SHOWER CAN HELP SOBER UP A PERSON
A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON
A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR



WHAT IS SEGMENT C'S EXPERIENCE WITH THE ACTUAL NEED TO
TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS-Involved Sample)

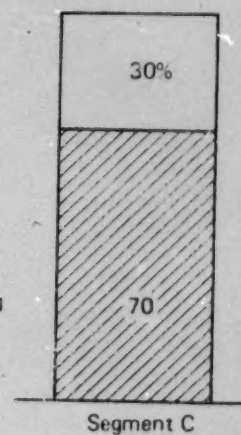
PAST YEAR IN A POTENTIAL DWI SITUATION



WHEN PERCEIVED,
TOOK SOME ACTION

TOOK NO ACTION

TOOK SOME ACTION



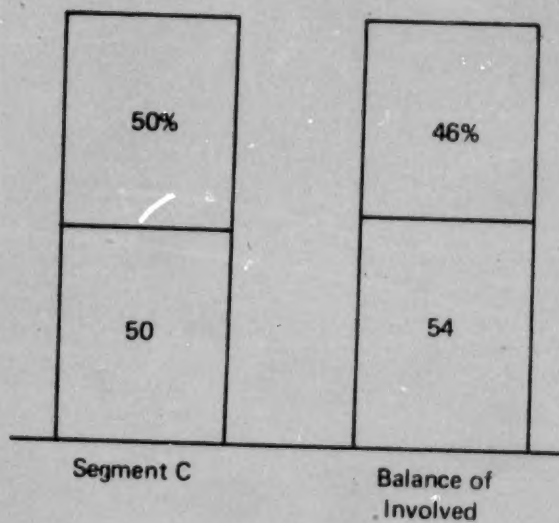
WHAT PROPORTION OF SEGMENT C KNOW A PROBLEM DRINKER?

(Base: Involved Respondents)

KNOW A PROBLEM DRINKER

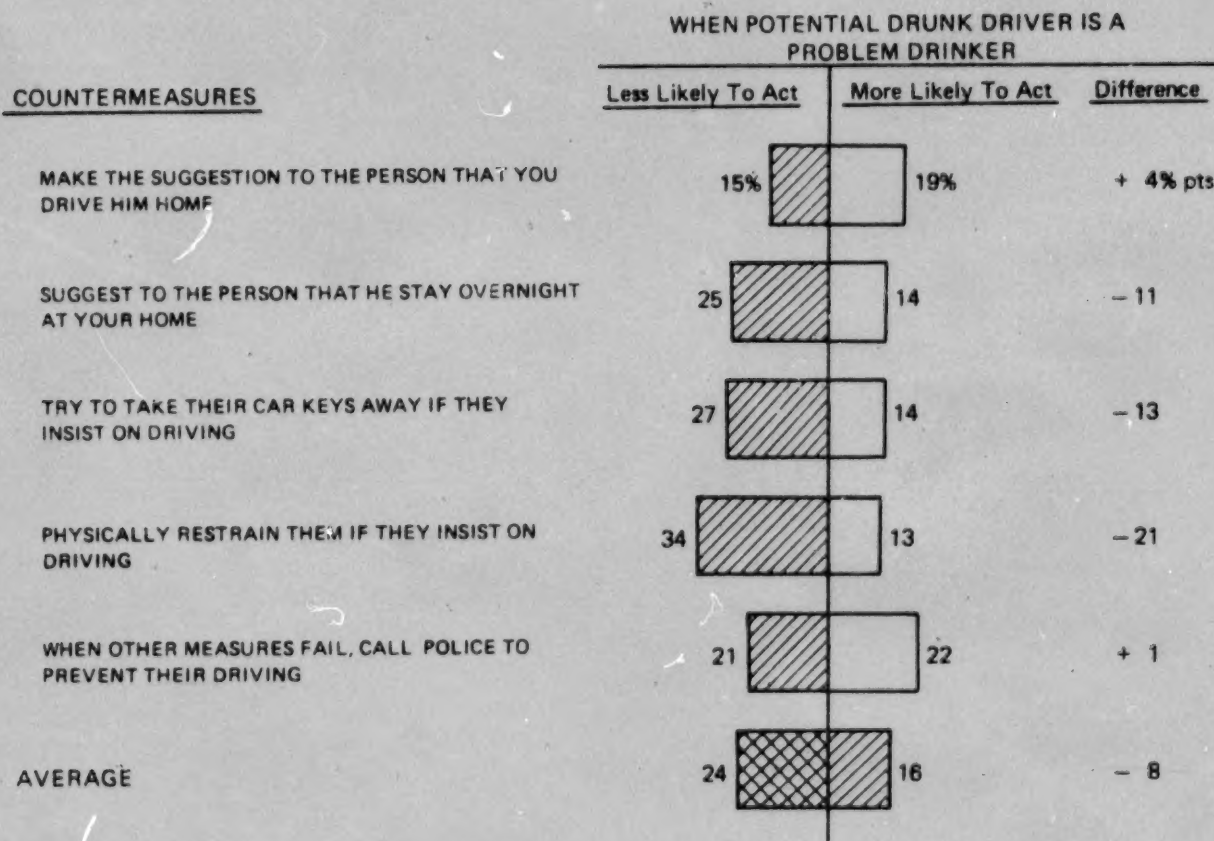
KNOW A PROBLEM DRINKER

DO NOT KNOW A PROBLEM DRINKER



**WILL SEGMENT C TAKE MORE ACTION WHEN THE POTENTIAL
DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base: ARS—Involved Sample)



WHAT IS SEGMENT D LIKE?

- . Size
- . Countermeasure potential
- . Demography
- . Psychology
- . Alcohol attitudes
- . Drinking behavior
- . Alcohol knowledge
- . Actual experience with potential DWI's
- . Problem drinker countermeasures

WHAT ARE THE PEOPLE IN SEGMENT D LIKE?

This is the smallest segment of the ARS—Involved group accounting for 12% of the people and only 9% of the occasions.

Though they are highly likely to use all kinds of countermeasures, the set of actions which distinguishes this group involves their willingness to resort to legal measures, such as, calling the police to prevent DWI and reporting sales of alcoholic beverages to minors. They also have above average tendencies to perform most other pre-planning and immediate action countermeasures including physical restraint of close friends or relatives.

This group has a higher representation of females (56%), and is slightly older with 40% of its members over 35. In terms of socio-economic status, three-quarters of them are in households with incomes over \$10,000, though the majority have less than a college education (67%).

They are somewhat more negative toward alcohol, especially as it involves teen drinking, and tend more to believe that people who drink are morally weak. This segment, more than any other, understands the role of the problem drinker in traffic fatalities.

Segment D individuals have the lowest incidence of perceived potential DWI occasions among the ARS—adults, but when they did find themselves in the situation, almost 9 out of 10 took action. Although their personal knowledge of problem drinkers is average for ARS—Involved adults, the likelihood of calling the police (already high) is greatly increased when the subject is characterized as a problem drinker.

As might be expected, they are less frequently involved in the ARS situation and are lighter drinkers than others in the ARS group. This is the only segment where liquor rather than beer is the most popular alcoholic beverage.

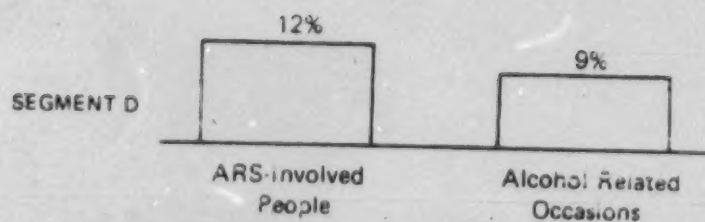
Their willingness to act results from a personality that is extremely cautious. They have a very high respect for the law and wish to gain social approval, presumably through resorting to legal measures.

Because of their willingness to take legal countermeasures of all kinds and especially to resort to legal measures, we call them the —

LEGAL ENFORCERS

**WHAT PROPORTION OF ARS-INVOLVED PEOPLE AND
OCCASIONS IS ACCOUNTED FOR BY SEGMENT D?**

(Base: ARS-Involved Sample)

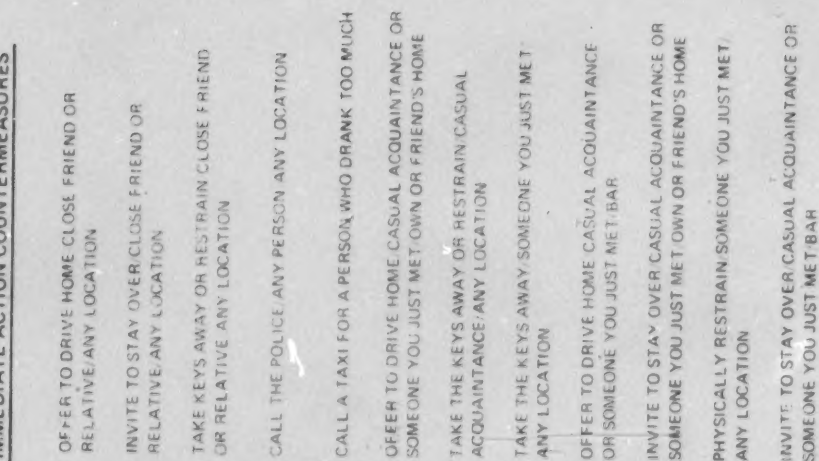


WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT D?

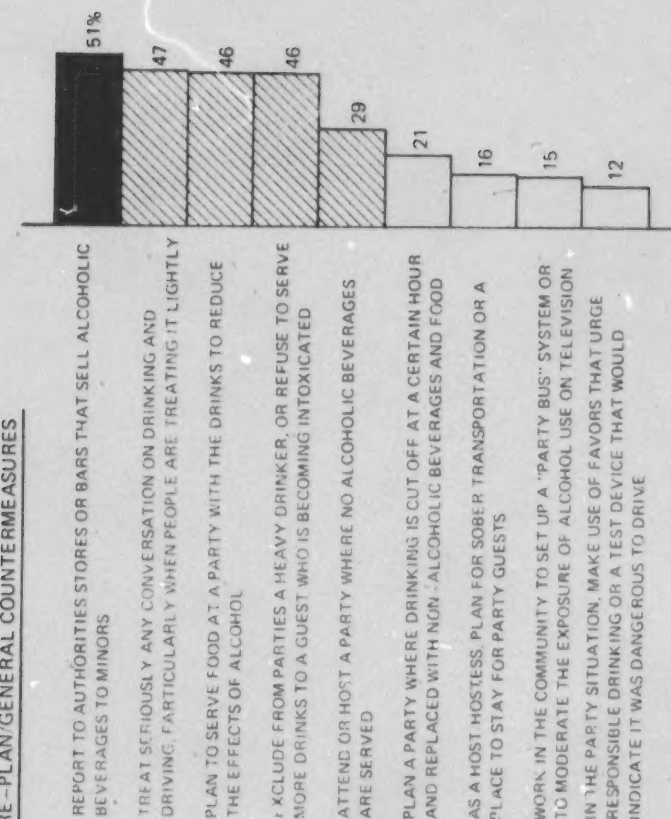
-- % RATING "EXTREMELY" LIKELY TO DO

50%+ = High Potential
25-49% = Some Potential
Under 25% = Low Potential

IMMEDIATE ACTION COUNTERMEASURES



PRE-PLAN/GENERAL COUNTERMEASURES

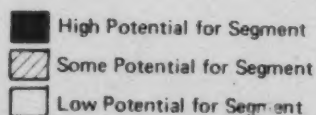
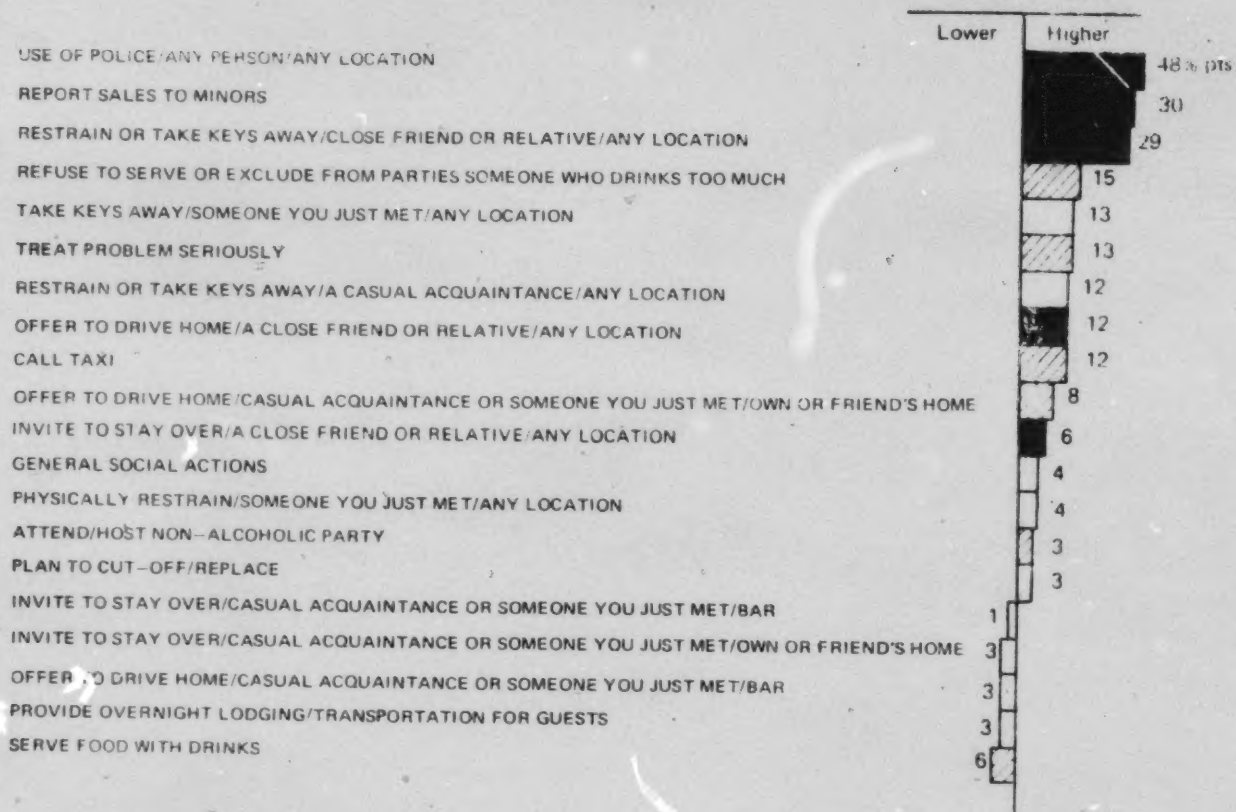


WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT D?

(Base: ARS Involved Sample)

— % Rating "Extremely" Likely To Do —

COMPARED TO BALANCE OF
INVOLVED RESPONDENTS
SEGMENT D IS



WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT D?

(Base: ARS—Involved Sample)

AGE OF RESPONDENT

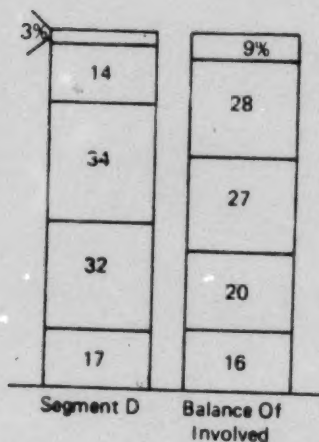
UNDER 20

20-24

25-34

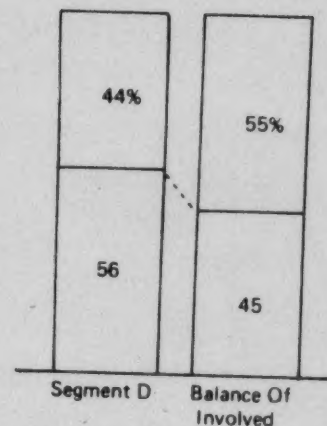
35-44

45 AND OVER

SEX OF RESPONDENT

MALE

FEMALE

EDUCATION OF RESPONDENT*

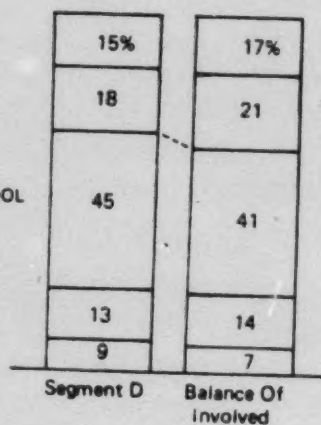
COMPLETED COLLEGE

SOME COLLEGE

COMPLETED HIGH SCHOOL

SOME HIGH SCHOOL

GRAMMAR SCHOOL

OCCUPATION OF RESPONDENT*PROFESSIONAL/
MANAGERIAL

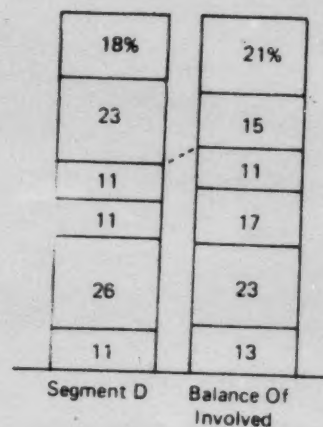
WHITE COLLAR

CLERICAL/SALES

SKILLED
BLUE COLLAR
UNSKILLED

HOMEMAKER

OTHER

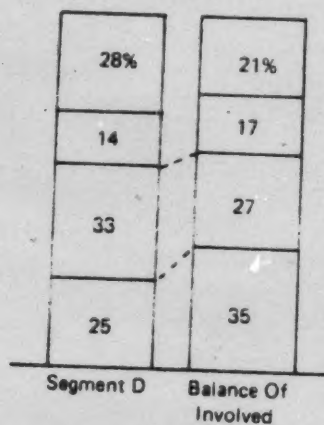
INCOME OF HOUSEHOLD

\$20,000 AND OVER

\$15,000-\$19,999

\$10,000-\$14,999

UNDER \$10,000

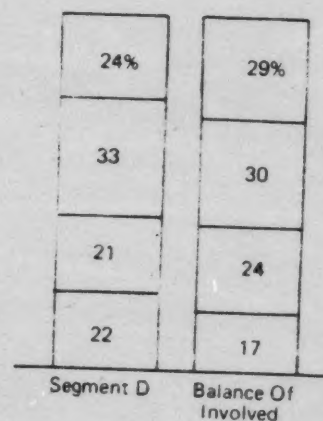
REGION

NORTH EAST

NORTH CENTRAL

SOUTH

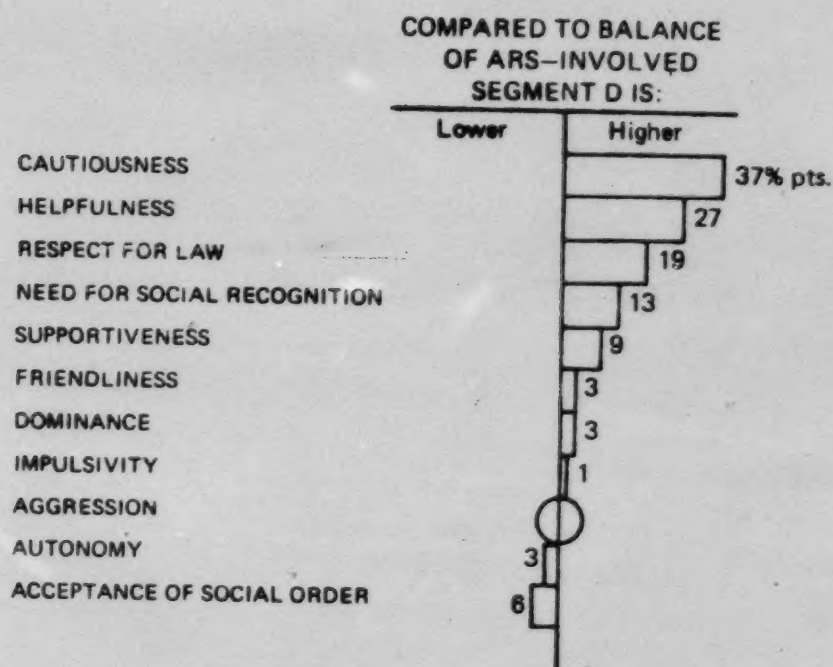
WEST



* Does not include those currently in college.

WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT D?

(Base: ARS—Involved Sample)



WHAT IS THE PERSONALITY PROFILE OF SEGMENT D?

This group of people consists of relatively cautious individuals who exhibit a very high degree of concern with their own and other people's physical safety. At the same time they display a highly developed social conscience and feel a moral imperative to assist others who are in difficulty. They also want to ensure that their own behavior, as well as that of others, is kept within the bounds of the law.

However, it should be noted that their motivation is not entirely altruistic in that they have a well-developed concern about what others think of them. Thus, to some extent, their desire to help others is perceived as a method of gaining social approval.

WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT D?

(Base: ARS-Involvement Sample)

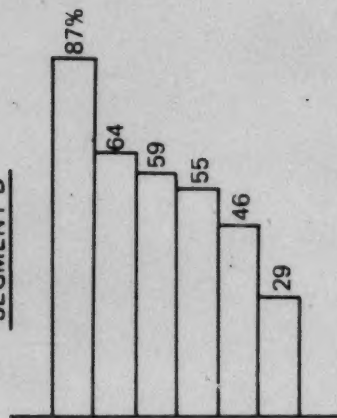
—% Rating "Strongly" or "Somewhat" Agree—

ALCOHOL AND TEENAGER ATTITUDES

IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
 TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
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 PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA
 TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES

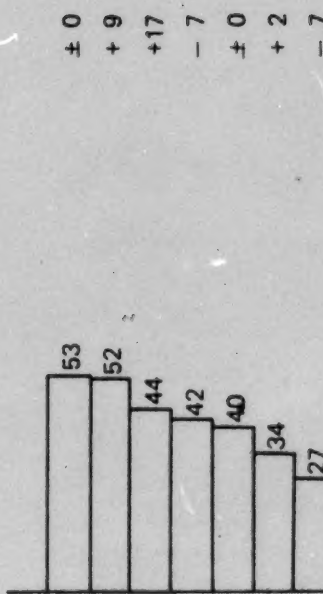
SEGMENT D

DIFFERENCE FROM BALANCE



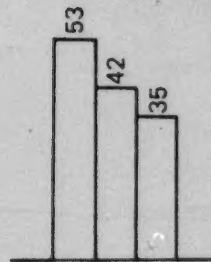
ALCOHOL AND THE PERSON ATTITUDES

THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
 MOST PEOPLE CAN CONTROL THEIR DRINKING
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 ALCOHOLIC BEVERAGES ARE A STIMULANT
 MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED
 MOST PEOPLE WHO DRINK DO SO TO GET HIGH



ALCOHOL AND THE SOCIAL SCENE ATTITUDES

TV OVER-EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
 ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES
 A GOOD HOST/HOSTESS DOES NOT NECESSARILY PROVIDE ALCOHOL

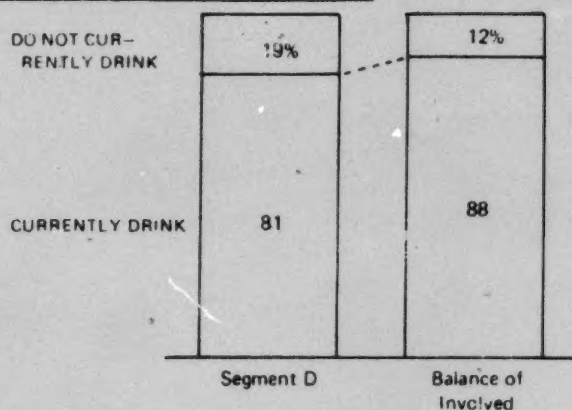
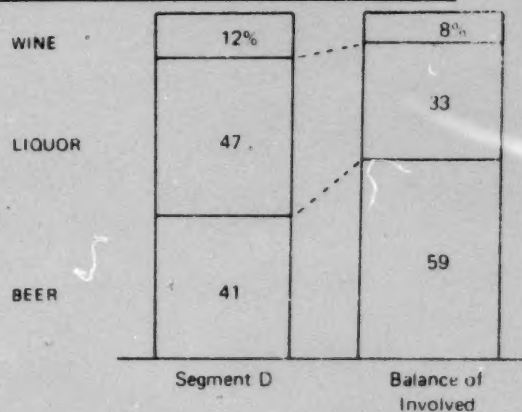
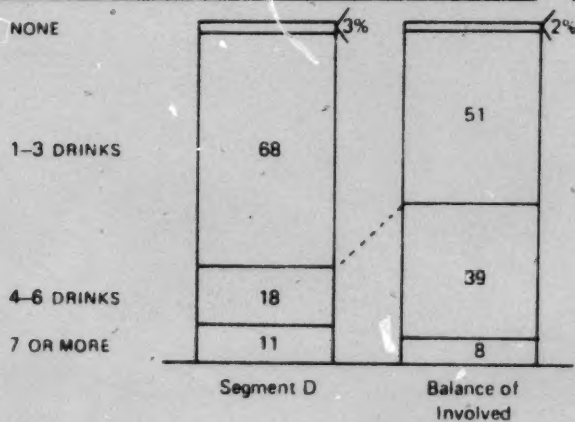
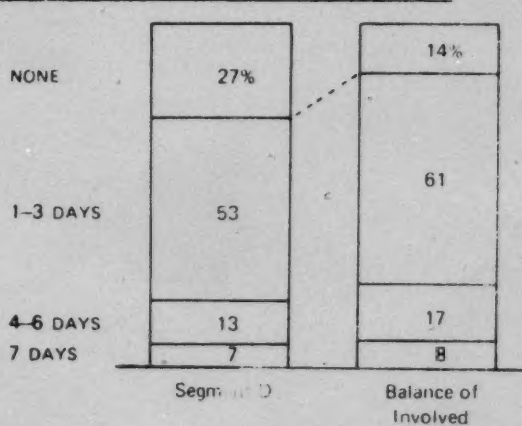


DIFFERENCE FROM BALANCE

+ 6
- 4
- 1

WHAT IS THE DRINKING BEHAVIOR OF SEGMENT D?

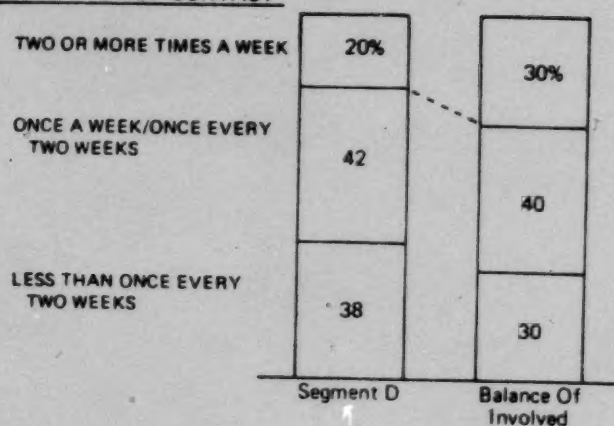
(Base: ARS—Involved Sample)

ALCOHOLIC BEVERAGE
CONSUMPTION (MOST FREQUENTLY)TYPE OF ALCOHOLIC
BEVERAGE CONSUMED (MOST FREQUENTLY)NUMBER OF DRINKS AT
AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)NUMBER OF DAYS
DRANK IN PAST WEEK (MOST FREQUENTLY)

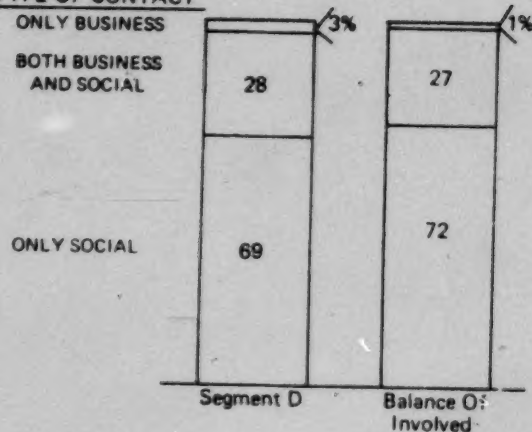
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(Base: ARS-Involved Sample)

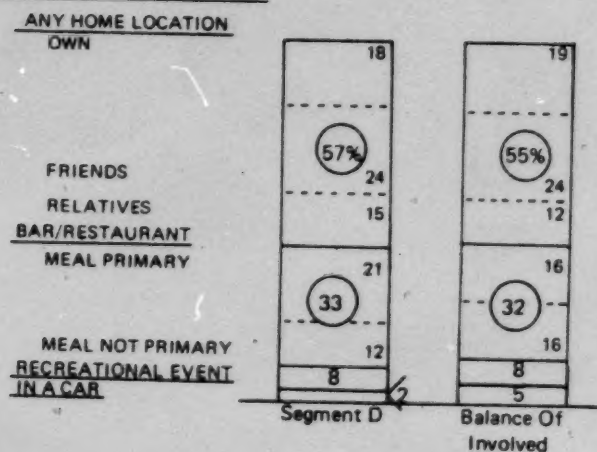
FREQUENCY OF CONTACT



TYPE OF CONTACT



LOCATION OF CONTACT

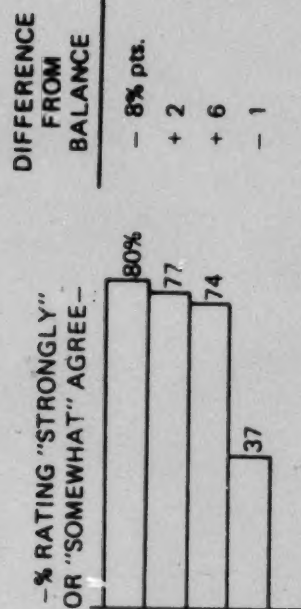


WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT D THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS—Involved Sample)

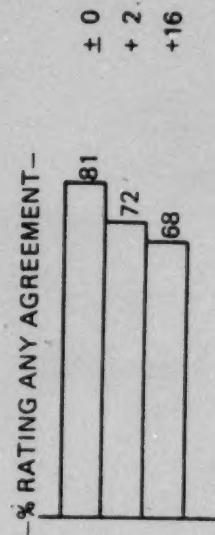
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THE ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD
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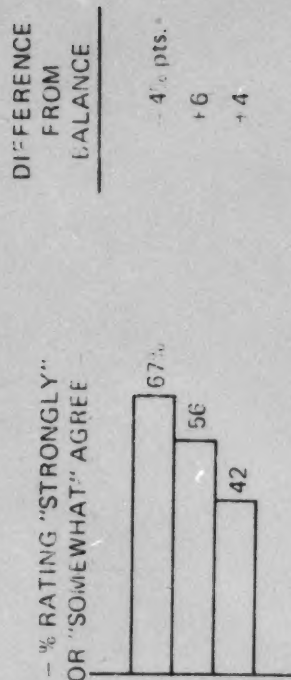


WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT D?

(Base: ARS—Involved Sample)

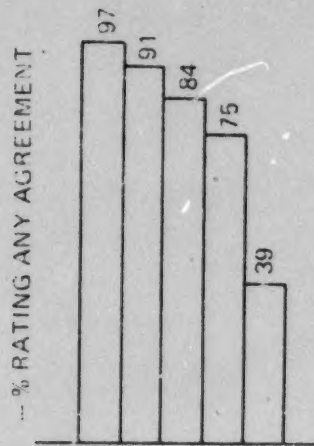
IDENTIFICATION OF IMPAIRMENT

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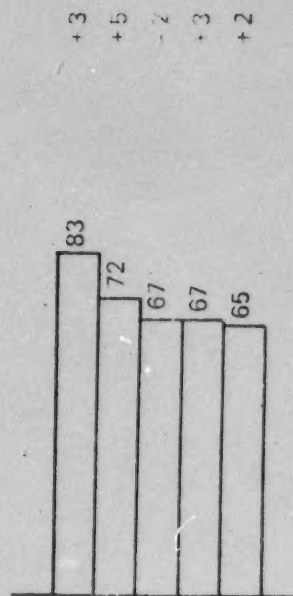
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MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

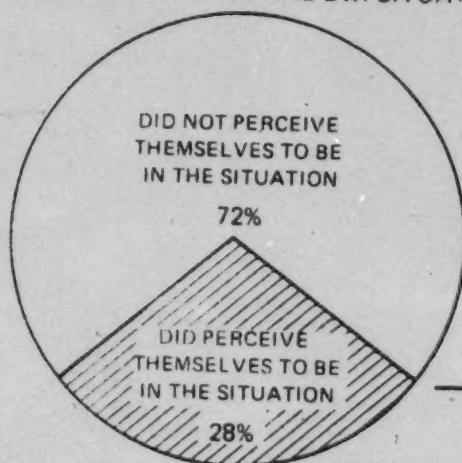
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WHAT IS SEGMENT D'S EXPERIENCE WITH THE ACTUAL NEED TO
TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS--Involved Sample)

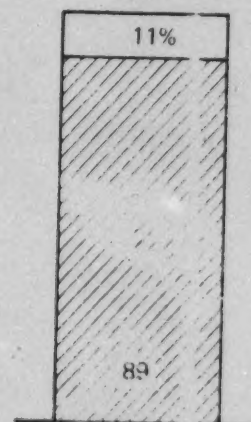
PAST YEAR IN A POTENTIAL DWI SITUATION



TOOK NO ACTION

TOOK SOME ACTION

WHEN PERCEIVED,
TOOK SOME ACTION



Segment D

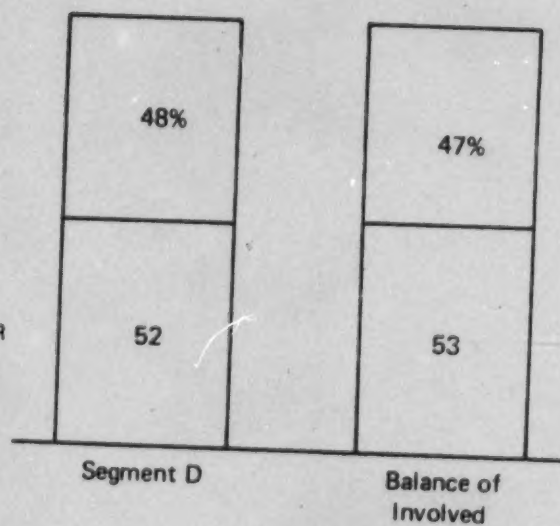
WHAT PROPORTION OF SEGMENT D KNOW A PROBLEM DRINKER?

(Base: Involved Respondents)

KNOW A PROBLEM DRINKER

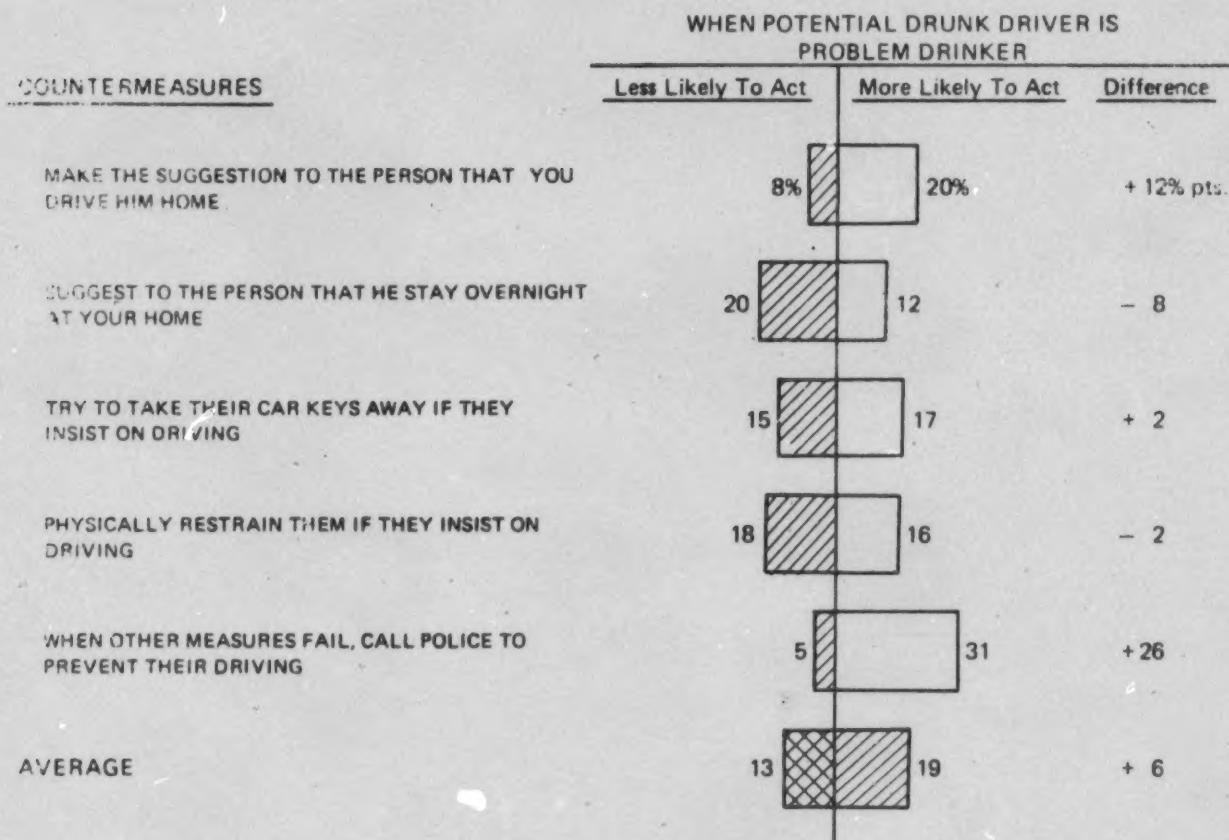
KNOW A PROBLEM DRINKER

DO NOT KNOW A PROBLEM DRINKER



**WILL SEGMENT D TAKE MORE ACTION WHEN THE POTENTIAL
DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base: ARS—Involved Sample)



SEGMENT SUMMARY OF ARS INVOLVED ADULTS

		SOCIAL CONFORMERS 43% of the ARS-Adult Population (47% of Total Occasions)	AGGRESSIVE RESTRAINERS 27% of ARS-Adult Population (32% of Total Occasions)	CAUTIOUS PRE-PLANNERS 19% of ARS-Adult Population (13% of Total Occasions)	LEGAL ENFORCERS 12% of ARS-Adult Population (9% of Total Occasions)
A L C O H O L T U D E S	A L C O H O L	Less likely to: - Believe that people who drink are morally weak - Know the relationship between alcohol and traffic fatalities - Know that problem drinkers cause more fatal accidents than social drinkers	More likely to: - Believe alcohol is important to people in social occasions - Have common misperceptions about the causes and "cures" of intoxication Less likely to: - Believe that parents should discourage teens from drinking - Support strict law enforcement by higher taxes	Less likely to: Hold positive attitudes toward alcohol and its role in social occasions	More likely to: - Understand the role of the problem drinker in traffic fatalities - Believe people who drink are morally weak - Believe that parents should discourage teens from drinking
	C O U N T E R M E A S U R E	More likely to: - Act for a close friend or relative by: - making the offer to drive them home - inviting to stay overnight - In the pre-plan measures, serve food with drinks Less likely to: - Take any countermeasures involving restraint, even for close friends or relatives	More likely to: - Take physical restraint countermeasures for close friends and relatives - Take the drive and stayover countermeasures for close friends and relatives Less likely to: - Take pre-planning countermeasures	More likely to: - Take most pre-plan countermeasure actions - Call a taxi for someone who drank too much Less likely to: - Take driving, stayover or restraint countermeasure actions against the potential DWI	More likely to: - Take law enforcement measures to stop the potential DWI and report stories that self is injured - Take most pre-plan and immediate action countermeasures
	B E H A V I O R	- Frequently in the alcohol related situation - Generally, moderate to heavy drinkers - Less likely to know a problem drinker	- Frequently in the alcohol related situation - Heavier drinkers than balance of involved - Beer the most preferred beverage	- Less frequently involved in the ARS - Lighter drinkers than the balance involved - More likely to know a problem drinker	- Less frequently involved in the ARS - Higher percent of lighter drinkers
C H A R A C T E R I S T I C S	C H A R A C T E R I S T I C S	Demography: - About equal proportion of males and females - Somewhat more in the 20-48 age range - More white collar, with up-scale characteristics	Demography: - Two to one male proportion - Higher percent under 24 years old - Draws from all groups but somewhat more blue collar	Demography: - Slightly more female - More from the South - Somewhat more down scale	Demography: - Slightly more female - Somewhat older - Lower percent with college experience
	P S Y C H O L O G Y	Psychology: - Passive, non impulsive - Conforming - Non-confrontative	Psychology: - Strongly motivated by friendship and affiliation - Impulsive risk takers - Aggressive - Dominant	Psychology: - Cautious - Quiet and non assertive - Law respecting	Psychology: - Cautious - Helpful - High respect for the law - High need for social recognition

SECTION IV**KEY FINDINGS
AND IMPLICATIONS**

KEY FINDINGS

1. Frequent social drinking is a mass phenomenon among U.S. adults, with fully 54% of them participating in alcohol related situations at least once a month. This group of ARS—Involved adults offers an important opportunity as the target for NHTSA's mass communications efforts, as they account for over 85% of the potential DWI situations.
2. The key problems inhibiting countermeasures action behavior by ARS—adults are :
 - ° their inability to recognize impairment in others
 - their failure to know what to do

Once they do recognize impairment, they are quite willing to act.

3. There are several misconceptions and myths which are contributing to the lack of recognition of potential DWI situations. Among these are the underestimation of the potency of beer and wine, the failure to relate a person's size to alcohol capacity, the belief that sticking to one type of liquor is less intoxicating, and that black coffee and cold showers sober one up.

4. Efforts to increase social responsibility for curbing drunk driving must go beyond focusing solely on the problem drinker. There is a much greater opportunity to attack the problem on a broader scale, rather than limiting the focus to the problem drinker alone.
 - Less than half of the ARS-Involved adults know anyone they characterize as a problem drinker.
 - Most people see the problem drinker's problem to be much more deep-seated, far beyond what can be easily affected in a social situation. They, therefore, don't take action to stop him because they don't feel competent to do so.
 - a majority of ARS-Involved adults believe the problem drinker is addicted to alcohol, doesn't recognize his problem and needs psychiatric care.
 - they are even less likely to take physical action to prevent a problem drinker than they would be with a social drinker.
5. Belief that drunk driving will result in a serious accident is far from universal. On the other hand, recognition of this as a likely outcome increases a person's willingness to take countermeasures.

6. Countermeasures are highly likely to be taken only for close friends or relatives. People are unlikely to act for casual acquaintances or strangers. The key countermeasures tend to be in the immediate action category, not pre-planning, although serving food with drinks does have high potential. The types of countermeasures people are likely to take are:
- Offer to drive home
 - Offer to let stay over
 - Call a taxi
7. The target for NHTSA can be further refined by understanding that there are sets of actions certain groups are highly willing to take. The ARS—Involved divides into four countermeasure segments who are importantly differentiated from each other. Two of these segments represent significant potential targets for NHTSA communications efforts.

IMPLICATIONS

1. SHOULD NHTSA TARGET ITS COUNTERMEASURE COMMUNICATIONS EFFORTS TO ALL ADULTS, OR TO A PARTICULAR GROUP WITHIN THE POPULATION?

NHTSA communications should be directed at the ARS—Involved group.

The ARS—Involved group represents nearly all of the total potential DWI situations.

They are highly differentiated from the non-involved group demographically, psychologically and behaviorally. Thus, any attempts to communicate to both groups simultaneously will necessarily weaken and diffuse the impact on the ARS—Involved.

They have demonstrated a basic willingness to take counter—measure actions when they believed the situation called for it.

**2. ARE THERE SEGMENTS WITHIN THE ARS—INVOLVED
GROUP FOR WHOM SPECIFIC STRATEGIES SHOULD
BE DEVELOPED?**

There are two countermeasure segments, the SOCIAL CONFORMERS and the AGGRESSIVE RESTRAINERS, for whom different strategies and advertising executions should be developed, as these groups:

- Represent the vast majority of all ARS occasions and ARS—Involved individuals.
- Are sufficiently different from each other to require separate communications approaches.

The remaining two segments should not be targeted for specific communications. They are too small, both in terms of the numbers of people they include (18% and 12%), and the proportion of ARS occasions they represent (13% and 9% respectively).

- the CAUTIOUS PRE-PLANNERS are basically unwilling to take any immediate action measures and are already involved in the planning types of measures.
- the LEGAL ENFORCERS have such a high willingness to take most actions and are so attuned to the problem, they will probably pick up the message concerning identification of the impaired individual even if it is not specifically targeted at them.

Furthermore, the messages directed towards the two major segments, while not likely to flag the specific attention of these smaller segments, would still represent relevant messages with no risk of alienation.

3. WHAT SHOULD BE NHTSA'S COMMUNICATIONS OBJECTIVES?

NHTSA's communications objectives should be two-fold.

- A. The first objective is to **educate** an ARS-Involved individual:
- correct misconceptions about impairment
 - heighten awareness and sensitivity about situations where impairment is likely to occur
- B. The second objective is to **persuade** people to take those countermeasures which have the highest potential for action.

4. WHAT SHOULD BE THE STRATEGY FOR THE "SOCIAL CONFORMER" SEGMENT?

The strategy for the "Social Conformer" segment should encompass the following elements:

OBJECTIVES

- Correct misconception/myths about impairment.
- Heighten awareness and sensitize people to situations where impairment is likely to occur.
- Persuade people to take those countermeasures which have the highest potential for action.

TARGET

- The SOCIAL CONFORMER — a generally passive group who express a high willingness to drive anyone who is impaired if they feel that this is the socially acceptable action. They are married, upscale men and women over 25 years old from white collar backgrounds.

MOTIVATING FACTORS

- Social Conformity — Conformity to social expectations as a well regarded member of society dictates that people who are impaired must be prevented from driving.
- Outcome — Letting a person who is impaired drive can result in an accident in which someone is killed or seriously injured — especially an innocent person.

MOST LIKELY ACTION

- . Offer to drive
- . Offer to let them stay over
- . Offer to call a taxi
- . Serve food with the drinks

FOCUS OF ACTION

- . Any close friend or relative who has had too much to drink (not just a problem drinker).

SETTING

- . At home, upper middle class, young and middle aged couples.

TONALITY

- . Sanction giving help and receiving help in alcohol related situations.

5. WHAT SHOULD BE THE STRATEGY FOR THE "AGRESSIVE RESTRAINER" SEGMENT?

The strategy for the "Agressive Restrainer" segment should encompass the following elements:

OBJECTIVES

- Correct misconceptions/myths about impairment.
- Heighten awareness and sensitize people to situations where impairment is likely to occur.
- Persuade people to take those countermeasures which have the highest potential for action.

TARGET

- The AGGRESSIVE RESTRAINERS— aggressive personalities who are willing to restrain friends, even physically. They are predominantly men, high school educated, under 35 from middle income backgrounds.

MOTIVATING FACTORS

- Camaraderie — Valuing a feeling of close camaraderie for friends dictates that friends who are impaired must be kept from driving.
- Outcome — Letting a person who is impaired drive can result in an accident in which someone is killed or seriously injured — especially an innocent person.

MOST LIKELY ACTION

- . Offer to drive
- . Offer to let them stay over
- . Take the keys away or physically restrain
- . Offer to call a taxi

FOCUS OF ACTION

- . Close friends, beer — drinking

SETTING

- . Home or public place, under 35, middle or lower middle class men and women together, possibly men only.

TONALITY

- . Sanction giving help and receiving help in alcohol related situations.

APPENDIX

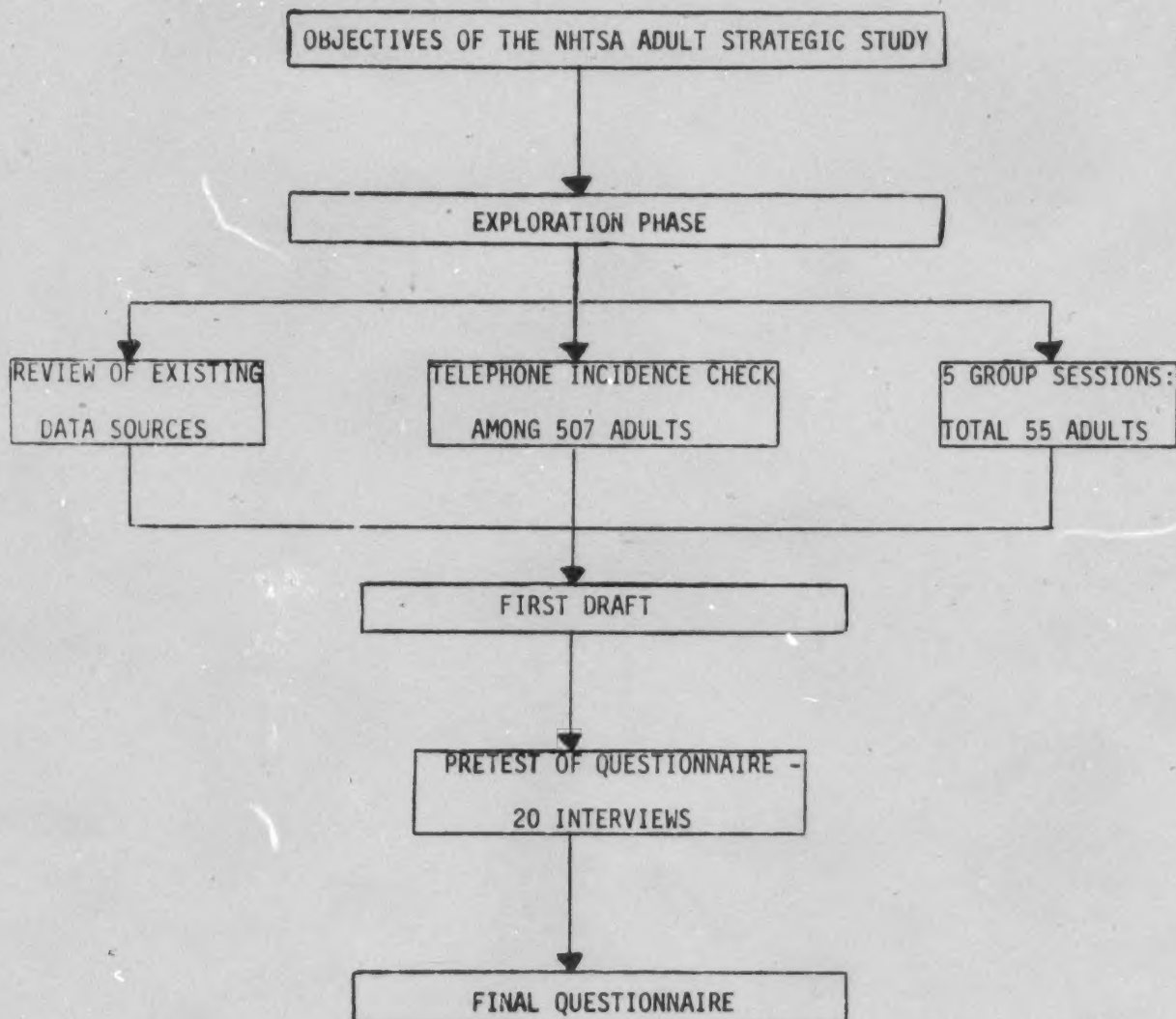
. **Technical Appendix**

. **Questionnaire**

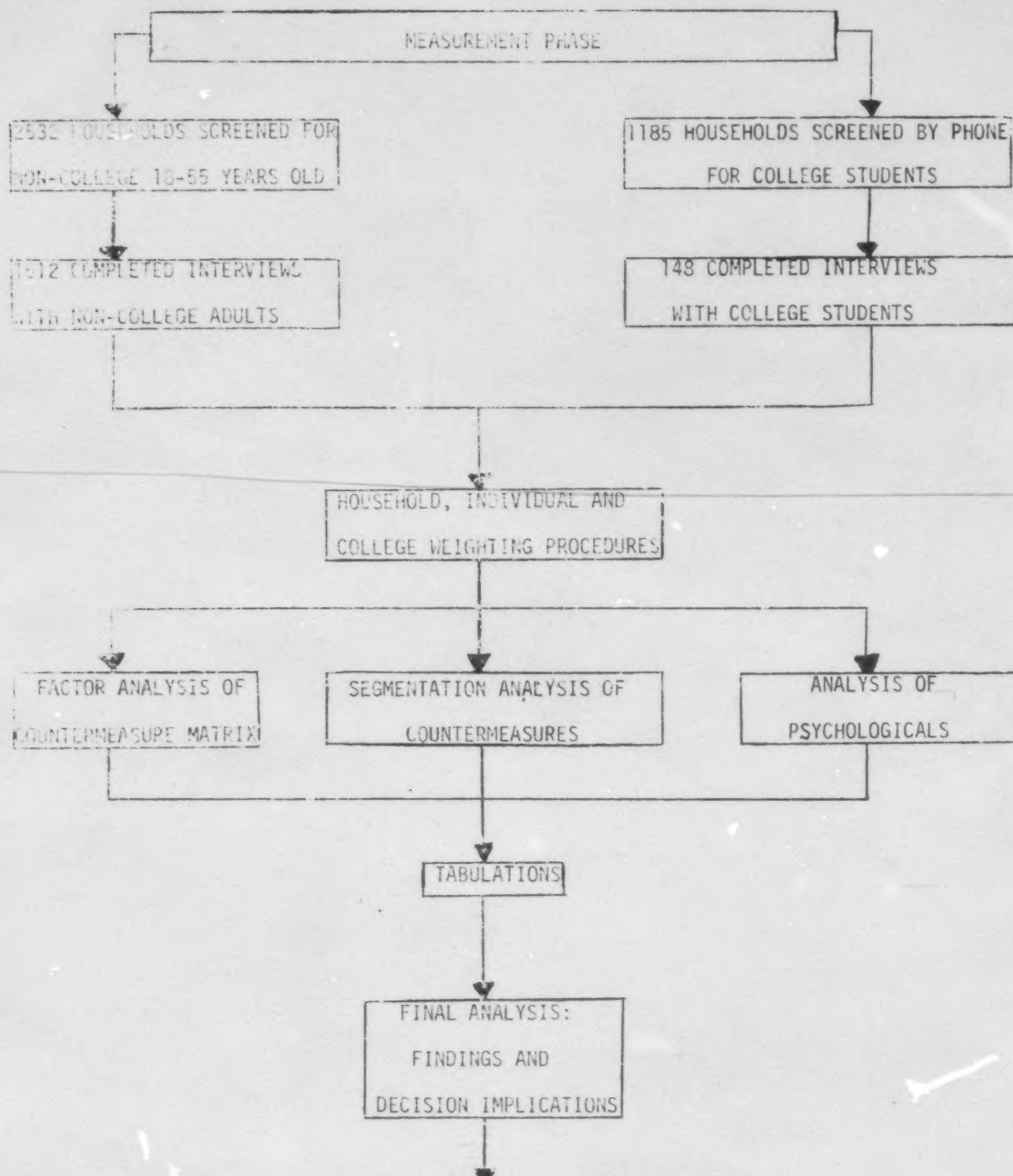
TECHNICAL APPENDIX

- A. Schematic Flow Chart of Study Operations
- B. Sample Design and Field Procedures
- C. Sample Weighting
- D. Sample Tolerances
- E. U.S. Population Estimates
- F. "R" Factor Analysis
- G. "Q" Segmentation Analysis
- H. Validation of "Q" Analysis
- I. Development of Personality Scores
- J. Fact and Attitude Battery - Full Scale
- K. Bibliography

APPENDIX A
SCHEMATIC FLOW CHART OF STUDY OPERATIONS



SCHEMATIC FLOW CHART OF STUDY OPERATIONS (CONT'D)



SAMPLE DESIGN AND FIELD PROCEDURES

This study was conducted using the Grey National Probability Sample which is a stratified multi stage sample*. Interviews were conducted in 75 Primary Sampling Units (164 self-weighting clusters) throughout the country. The sample was designed to provide a full representation of the population 18-55 and the households in which they reside. This permits accurately projectable incidence and socio-demographic data.

Each cluster was assigned 16 households to screen. Interviewers were instructed to make 2 callbacks on each household selected. Each household was designated as a male interview household or a female interview household. If no sex-eligible 18-55 year-old resided in the designated household, no interview was conducted. Household information was collected from all households contacted regardless of whether or not an eligible respondent was present.

When there were more than one qualified individual, the eligible respondent in the household was selected by a random procedure (circling pattern) specified in advance by the Field Department. When the designated respondent was not available, two additional callbacks at different times and on different days of the week were made in an attempt to interview the respondent. If a respondent could not be contacted or refused to be interviewed, he was replaced by screening additional households beyond the original household screening requirements to obtain a respondent of the same sex.

* In addition, college students were interviewed in 25 geographically dispersed central locations and these interviews weighted to combine with the balance of the sample. (See Appendix C).

APPENDIX C
SAMPLE WEIGHTING

The Grey National Probability Sample was used to develop weights for College and Adult Sample Completed Questionnaires from the Probability Sample and Probability Replacements.*

Stage I. HOUSEHOLD WEIGHTING

The profile of the Household screenings in the assigned National Probability Sample was adjusted to the profile of U.S. Households as provided by the U.S. Bureau of Census by giving each screener an appropriate weight. (Table 1)

Stage II. INDIVIDUAL WEIGHTING

The profile of the individual household members over 18 years old with the Stage I weight applied was adjusted to the profile of U.S. Individuals over 18 years old as provided by the U.S. Bureau of Census by giving each individual an appropriate weight. (Table 2)

* Weighting is performed by Grey's Multivariate Sample Weighting and Balance Program. This technique is superior to successive uni-dimensional weighting since it finds a unique least square weighting solution which minimizes the amount of each respondent's weight and retains the maximum statistical efficiency for the sample. Since the procedure also takes into account the natural covariance skews of population characteristics, cross tabulation results are more projective than with uni-dimensional weighting.

For detailed description of the algorithm, see: Deming, W. Edward, "Statistical Adjustment of Data", Dover Publications, New York, 1964, Chapter 7.

SAMPLE WEIGHTING (CONT'D)

Stage III. A. ADJUSTMENT WEIGHTING OF COLLEGE SAMPLE

The College Sample and the Adult Sample Completed Questionnaires were combined by adjusting the weighted totals for the categories of College and Non-College Individuals by age and sex to the U.S. Bureau of Census profile for those categories.

(Table 3)

Stage III. B. COMPLETED QUESTIONNAIRE WEIGHTING

~~The College and Adult Completed Questionnaires~~ from the Probability Sample and the Probability Replacements with the Stage III-A adjustment weight applied was adjusted to the profile of eligible individuals (age 18-55) from the Probability Sample with the Stage II weight applied. Weights were given to each questionnaire.

(Table 4)

A diagram of the entire weighting procedure is provided. (Table 5)

TABLE 1

COMPARISON OF ORIGINAL HOUSEHOLD SCREENINGS
WITH U.S. DEMOGRAPHICS FOR NHTSA ALCOHOL AND
HIGHWAY SAFETY STUDY.

	<u>U.S. DEMOS</u> %	<u>UNADJUSTED H.H. SCREENINGS</u> %	<u>WEIGHT</u>
REGION (1)			
Northeast	23.89	26.07	0.9150
Central	27.61	26.30	1.0528
South	30.88	32.11	0.9498
West	17.61	15.52	1.1579
NUMBER OF PEOPLE IN H.H. (2)			
One	13.70	15.05	0.7390
Two Or More	85.19	83.89	1.0527
No Answer	1.11	1.07	0.9936
OCCUPATION OF HEAD OF H.H. (3)			
Professional/Managerial	22.16	25.39	0.8632
Unskilled	15.60	13.94	1.1138
Other	58.33	56.71	1.0349
No Answer	3.91	3.95	0.9953
MARITAL STATUS OF HEAD OF H.H. (4)			
Married	67.50	71.17	0.8997
Single	7.90	7.50	1.0881
Other	22.59	19.35	1.3570
No Answer	2.01	1.97	1.1043

TABLE 1 (CONT'D)

C-4

	<u>U.S. DEMOS</u>	<u>UNADJUSTED H.H. SCREENINGS</u>	<u>WEIGHT</u>
AGE OF HEAD OF H.H. (5)			
Under 25	7.58	6.28	1.1789
25-34	18.80	16.47	1.1747
35-54	34.12	33.77	1.0198
55 And Over	34.28	38.31	0.8798
No Answer	5.21	5.17	1.0142
EDUCATION OF HEAD OF H.H. (6)			
Elementary	20.62	20.62	1.0696
High School	44.75	44.83	0.9703
College	28.63	28.55	1.0073
No Answer	6.00	6.00	0.9677

SOURCES:

- (1) P. C(1) B1, Table 1, 1970
- (2) P. 20, No. 258, Table 16, December 1973
- (3) P. 60, No. 89, Table 5, July 1973
- (4) P. 20, No. 258, Table 17, December 1973
- (5) P. 20, No. 258, Table 17, December 1973
- (6) P. 60, No. 87, Table 9, June 1973

TABLE 2

C-5

COMPARISON OF WEIGHTED PROFILE OF INDIVIDUALS OVER 18 YEARS
OLD FROM PROBABILITY SAMPLE WITH U.S. DEMOGRAPHICS FOR NHTSA
ALCOHOL AND HIGHWAY SAFETY STUDY.

	<u>U.S. DEMOS</u> %	<u>UNADJUSTED INDIVIDUAL PROFILE</u> %	<u>WEIGHT</u>
AGE OF INDIVIDUAL (1)			
19 Or Under	5.28	5.68	0.9423
20 - 21	5.09	5.49	0.9977
22 - 24	11.94	6.55	1.9755
25 - 34	18.70	19.49	1.0101
35 - 39	7.34	7.97	0.9597
40 - 49	15.36	15.81	0.9675
50 - 54	7.73	8.19	0.9225
55 - Over	26.41	28.66	0.8433
No Answer	2.16	2.16	0.9931
EDUCATION OF INDIVIDUAL (2)			
8th Grade Or Less	20.33	17.53	1.2892
Some High School	16.60	16.12	1.0482
Grad High School	35.59	34.02	1.0342
Some College	12.66	16.34	0.7102
Grad College	10.74	11.93	0.8685
No Answer	4.08	4.07	0.9790
SEX OF INDIVIDUAL (3)			
Male	49.20	46.41	1.0648
Female	50.80	53.59	0.9444

SOURCE:

- (1) Series P-25, No. 511, January 1974, Table 1
 (2) Series P-20, No. 243, November 1972, Table 6
 (3) Series P-25, No. 511, January 1974, Table 1

TABLE 3

C-6

ADJUSTMENT WEIGHTS FOR COMBINING THE COLLEGE AND
ADULT SAMPLE COMPLETED QUESTIONNAIRES FOR THE NHTSA
ALCOHOL AND HIGHWAY SAFETY STUDY

	<u>Full Time College</u>		<u>Non College</u>	
	<u>% of U.S.</u>	<u>Weight</u>	<u>% of U.S.</u>	<u>Weight</u>
<u>Male</u>				
18 and 19	.86	.87	1.78	1.07
20 and 21	.71	.33	1.67	.58
22 to 24	.49	.60	3.08	.82
25 and Over	.40	.60	37.98	1.10
<u>Female</u>				
18 and 19	.81	.34	1.97	.82
20 and 21	.59	.37	2.07	1.05
22 to 24	.20	.73	3.66	.87
25 and Over	.16	.73	43.57	1.10

SOURCE:

P-20, N.261 Table 2 March, 1974
P-20, N.260 Table A February, 1974

TABLE 4

C-7

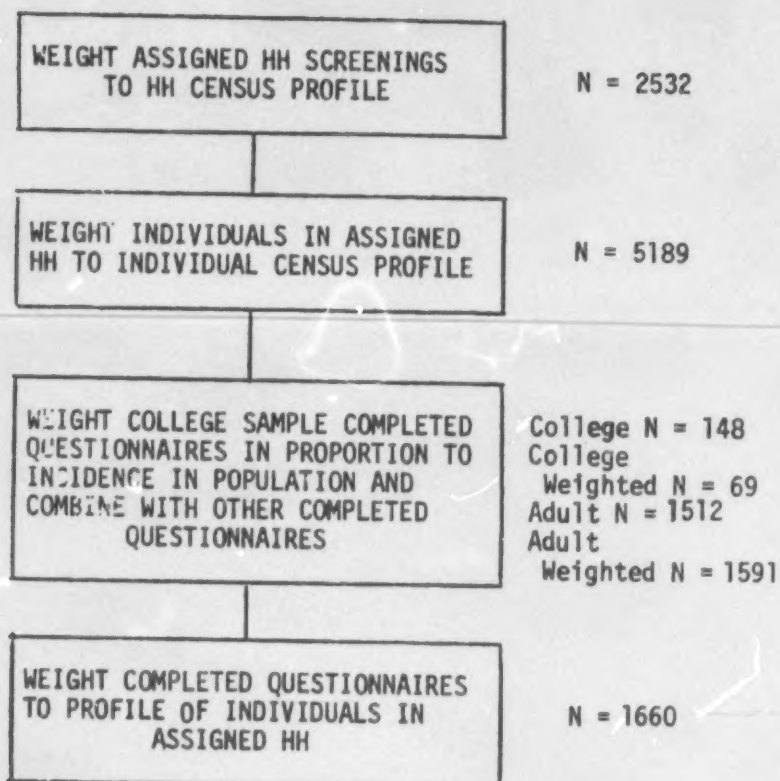
COMPARISON OF COMPLETED PROBABILITY SAMPLE, REPLACEMENT
 SAMPLE AND COLLEGE SAMPLE (WITH COLLEGE ADJUSTMENT WEIGHT)
 WITH ADJUSTED PROFILE OF ELIGIBLE PROBABILITY SAMPLE INDIVIDUALS
 (AGE 14-55) FOR NHTSA ALCOHOL AND HIGHWAY SAFETY STUDY

	<u>ADJUSTED INDIVIDUALS</u> %	<u>COMPLETED QUESTIONNAIRES</u> %	<u>WEIGHT</u>
REGION			
Northeast	23.70	25.48	0.9821
Central	27.93	26.25	1.0571
South	30.89	31.27	0.9200
West	17.47	17.00	1.1047
NUMBER OF PEOPLE IN H.H.			
One	2.18	5.54	0.3937
Two Or More	93.47	90.10	1.0550
No Answer	4.35	4.35	0.7012
OCCUPATION OF HEAD OF H.H.			
Professional/Managerial	26.00	33.02	0.8982
Unskilled	22.31	18.41	1.0808
All Other	48.91	45.74	1.0587
No Answer	2.78	2.82	0.9531
H.H. INCOME			
Under \$4,000	6.59	4.86	1.1907
\$4,000 - \$14,999	51.81	50.38	0.9698
\$15,000 & Over	28.54	31.69	1.0388
No Answer	13.06	13.06	0.9865

Table 4 - (CONT'D)

	<u>ADJUSTED INDIVIDUALS</u>	<u>COMPLETED QUESTIONNAIRES</u>	<u>WEIGHT</u>
AGE OF INDIVIDUAL			
21 Or Less	14.33	10.29	1.4639
22 - 24	16.38	7.26	2.5324
25 - 34	25.82	29.03	0.9097
35 - 44	20.80	23.17	0.8595
45 - 49	10.40	10.19	0.9230
50 - 54	10.58	18.38	0.5082
No Answer	1.69	1.69	0.9815
EDUCATION OF INDIVIDUAL			
8th Grade or Less	10.88	8.21	1.7213
Some High School	16.75	15.55	1.0555
Grad. High School	40.51	36.54	1.0806
Some College Or More	26.24	34.06	0.7378
No Answer	5.62	5.63	0.9493
SEX OF INDIVIDUAL			
Male	49.21	46.54	1.0829
Female	50.79	53.45	0.9304

TABLE 5

NHTSA STRATEGIC STUDY
WEIGHTING PROCEDURE

SAMPLE TOLERANCES

(95% CONFIDENCE INTERVALS FOR NHTSA ADULTS STUDY*)

Approximate Reported Percentage	MAXIMUM VARIATION (+ or -)						
	Total Sample	ARS- Involved	Non- Involved	Segment A	Segment B	Segment C	Segment D
	Base = (1660)	(934)	(726)	(397)	(245)	(169)	(121)
90%	1.7	2.3	2.7	3.7	4.5	5.5	6.8
80%	2.3	3.2	3.6	4.8	6.1	7.9	8.8
70%	2.7	3.6	4.2	5.5	7.2	8.6	10.2
60%	2.8	3.8	4.4	5.9	7.5	9.0	10.9
50%	2.9	3.9	4.6	6.0	7.6	9.1	11.1
40%	2.8	3.8	4.4	5.9	7.5	9.0	10.9
30%	2.7	3.6	4.2	5.5	7.2	8.6	10.2
20%	2.3	3.2	3.6	4.8	6.1	7.9	8.8
10%	1.7	2.3	2.7	3.7	4.5	5.5	6.8

* Confidence intervals have been corrected for sampling efficiency after weighting.

Note: To estimate whether or not the difference between two percentages from different bases is significant, add and subtract the indicated variance from each. If the resulting ranges intersect (overlap) the difference is probably not significant (19 chances out of 20), if they do not intersect the difference is probably significant.

Example 1

The percent of Total Sample who currently drink alcoholic beverages is 65%. Among ARS-Involved adults this percent is 87%. The calculation is done as follows.

$$65\% \pm 2.8 = 62.2\% - 67.8\%$$

$$87\% \pm 2.3 = 84.7\% - 89.3\%$$

The two ranges do not overlap, therefore the difference is probably significant.

Example 2

28% of the Total Sample is under 24 years. The figure for ARS-Involved is 31%.

$$28\% \pm 2.7 = 25.3\% - 30.7\%$$

$$31\% \pm 3.6 = 27.4\% - 34.6\%$$

The ranges do overlap, the difference is not significant.

APPENDIX E
U.S. POPULATION ESTIMATES

<u>CATEGORY</u>	<u>POPULATION ESTIMATE</u>
Adults (18-55)	101,606,000
ARS-Involved	54,867,000
Non-Involved	46,739,000
Segment A	23,593,000
Segment B	14,814,000
Segment C	9,876,000
Segment D	6,584,000

"R" FACTOR ANALYSIS

This form of factor analysis is a statistical technique which examines correlations between variables. It objectively groups those concepts which are associated with one another (i.e. rated similarly) into factors or dimensions.

The procedure for determining the dimensions in this study involved:

1. The Countermeasure Lists - 45 Immediate Action/Relationship/Location countermeasures plus 15 pre-planning or general countermeasures - a total of 60. The ARS-Involved respondents rated each of the 60 countermeasures on a six-point scale according to how likely he was to do the countermeasure -- "extremely", "very", "quite", "rather", "not too", or "not at all".
2. Factor Analysis - the ratings were analyzed on a computer* to isolate and group those actions highly correlated with one another and which represent a single evaluative aspect or countermeasure factor.

* The "R" and "Q" analyses were developed from Grey proprietary programs that utilize a principal component solution that was subsequently rotated using the Varimax procedure. The mathematical routines were obtained from BMD 03M series, June, 1970, Bio-medical Computer Program, University of California Press.

3. Factor Solution

a) Selection of a solution was made on the basis of

... an examination of the proportion of variance accounted for by each solution.

... the degree to which the different solutions defined meaningful countermeasures.

b) Factors were split up into two or more different countermeasures if one or more of the following conditions applied:

... two or more clearly differentiated countermeasures were contained within one factor.

... a noticeable drop in factor loading occurred between individual items within a factor.

... marketing considerations suggested that individual items or groups of items should be dealt with separately.

... these factors (or related actions) then represent a single aspect or dimension in an evaluation analysis.

4. Dimension Labels - each countermeasure factor was given a descriptive name which seemed best to summarize the countermeasures in that factor.

As a result of this analysis 21 factors or dimensions were used to describe the countermeasure attitudes of the ARS-Involved population.

"R" FACTOR ANALYSIS (CONT'D)

Factor 1

Factor Loading	Generic Importance (Top Box)	Segment				Countermeasure Dimension
		A %	B %	C %	D %	
.814	9	2	4	7	51	Call the police/ any person/ any location
.811	7	2	3	2	43	
.805	8	2	2	2	47	
.882	11	3	5	7	54	
.875	7	1	3	2	45	
.837	14	3	7	16	67	
.847	12	2	9	10	61	
.855	12	1	9	10	58	
.803	7	2	4	1	42	

Factor 2

.815	12	14	14	3	9	Invite to stay over/ casual acquaintance or someone you just met/in own or friend's home
.764	18	23	25	7	14	
.743	7	8	9	1	4	
.669	11	11	18	1	9	

"R" FACTOR ANALYSIS (CONT'D)

Factor 3	Factor Loading	Generic Importance %	Segment				Countermeasure Dimension
			A %	B %	C %	D %	
. Physically restrain a close friend or relative in a friend's home.	.842	24	3	50	19	45	Take the keys away or physically restrain/ close friend or relative/any location
. Physically restrain a close friend or relative in your own home.	.837	25	4	51	20	50	
. Take the keys away from a close friend or relative in a friend's home.	.820	35	9	69	29	64	
. Take the keys away from a close friend or relative in a bar, etc.	.799	29	7	57	23	58	
. Physically restrain a close friend or relative in a bar, etc.	.798	20	1	43	14	43	
. Take the keys away from a close friend or relative in your own home.	.792	42	15	73	43	68	
. Physically restrain a casual acquaintance in your own home.	.590	6	1	12	4	14	
. Take the keys away from a casual acquaintance in your own home.	.587	15	6	28	5	31	
. Take the keys away from a casual acquaintance in a friend's home.	.535	9	3	18	1	23	Take the keys away or physically restrain/ casual acquaintance/ any location
. Physically restrain a casual acquaintance in a friend's home.	.521	6		11	2	14	
. Take the keys away from a casual acquaintance in a bar, etc.	.513	6	1	12	1	17	
. Physically restrain a casual acquaintance in a bar, etc.	.484	4	-	9	1	9	

"R" FACTOR ANALYSIS (CONT'D)

Factor 4

Factor Loading	Generic Importance %	Segment				Countermeasure Dimension
		A %	B %	C %	D %	
.735	4	1	7	3	7	Physically restrain/ someone you just met/ any location
.790	4	2	5	-	10	
.591	1	-	3	-	2	
.504	6	3	10	1	17	Take the keys away/ someone you just met/ any location
.363	11	5	18	4	27	
.320	2	1	3	-	9	

Factor 5

.823	37	43	39	15	46	Offer to drive home/ casual acquaintance or someone you just met/own or friend's home
.725	26	31	28	9	33	
.706	36	42	42	9	43	
.612	26	34	25	4	30	Offer to drive home/ close friend or relative/any location
.666	80	80	84	72	93	
.621	81	80	87	67	92	
.378	77	76	89	59	86	

Factor 6

- Invite a close friend or relative to stay over when in your own home.
- Invite a close friend or relative to stay over when in a friend's home.
- Invite a close friend or relative to stay over when in a bar, etc.

Factor Loading	Generic Importance	Segment				Countermeasure Dimension
		A	B	C	D	
.702	74	68	68	69	77	Invite to stay over/ close friend or relative/any location
.679	59	51	77	50	63	
.776	59	51	73	46	68	

Factor 7

- Offer to drive someone you just met from a bar.
- Offer to drive a casual acquaintance from a bar.

.704	14	18	17	1	10	Offer to drive home/ a casual acquaintance or someone you just met/from a bar, etc.
.640	25	30	31	5	24	

- Invite to stay over someone you just met when in a bar, etc.

.670	2	3	3	-	-	Invite to stay over/ casual acquaintance or someone you just met/from a bar, etc.
.612	8	8	12	2	9	

- Invite to stay over a casual acquaintance when in a bar, etc.

Factor 8

- Call a taxi for a person who drank too much.

.542	38	33	36	49	49	Call a taxi.
------	----	----	----	----	----	--------------

Factor 9

- Plan to serve food at a party with the drinks, etc.

.579	52	54	47	58	46	Plan to serve food.
------	----	----	----	----	----	---------------------

Factor 10

- Refuse to serve a guest who is becoming intoxicated.
- Exclude heavy drinkers from a party.

.759	36	30	31	47	48	Exclude from parties a heavy drinker.
.699	30	31	18	41	44	

- Plan a party where drinking is cut off at a certain hour, etc.

.444	19	15	13	33	21	Plan a party where drinking is cut off.
------	----	----	----	----	----	--

"R" FACTOR ANALYSIS (CONT'D)

Factor 11

• As a host provide sober party transportation.	.721	15	13	13	26	17	As a host, plan for sober transportation or a place to stay for party guests.
• As a host plan to provide overnight lodging for guests.	.697	19	19	20	24	13	

Factor 12

• Attend a party where no alcoholic beverages are served.	.822	33	34	22	50	35	Attend or host a party where no alcoholic beverages are served.
• Host a party where no alcoholic beverages are served.	.816	19	16	10	38	22	

Factor 13

• Subscribe to a community "Party Bus" system.	.713	8	6	6	16	11	Work in the community to set up a "Party Bus" system or to moderate the exposure of alcohol on television.
• Work to moderate the exposure of alcohol on television.	.672	15	13	10	22	20	

• Make use of a test device that would indicate when it was dangerous to drive.	.707	8	5	5	17	12	In the party situation make use of favors that urge responsible drinking or a test device that would indicate it was dangerous to drive.
• As a host make use of anti-drunk driving party favors.	.622	10	10	5	12	11	
• Report to authorities stores or bars, etc.	.392	25	22	12	32	51	Report to authorities stores or bars that sell alcoholic beverages to minors.

Factor 14

• Treat seriously any conversation on drinking and driving, etc.	.446	36	36	23	48	47	Treat seriously any conversation on drinking and driving, particularly when people are treating it lightly.
--	------	----	----	----	----	----	---

APPENDIX G

"Q" SEGMENTATION ANALYSIS

This form of factor analysis is a statistical technique which examines correlations between individuals based on the countermeasures they have rated.

This computer operation places individuals into homogeneous groups in terms of how similar their patterns of response are.

To do this, "Q" segmentations of three, four and five groups were analyzed for clarity and consistency. In order to select one of these three possibilities into which to segment the market, top box scores for the 60 countermeasures and average scores for the 21 factors were compared within each possibility, segment by segment.

As a result of this detailed comparison among the alternative possibilities it was concluded that a segmentation solution of four groups would be most helpful in understanding the nature of the market for countermeasures.

APPENDIX H VALIDATION OF "Q" ANALYSIS

The "Q" Analysis was validated by predicting "Q" group membership using the 60 countermeasures in a discriminant function analysis*.

If a high proportion of the respondents are properly classified into their respective "Q" groups, the discriminant function validates the segmentation analysis.

The following table indicates a high degree of predictability for the four-group segmentation:

<u>SEGMENT</u>	<u>SAMPLE SIZE</u>	<u>DISCRIMINANT CLASSIFICATION CORRECTLY CLASSIFIED</u>	
		<u>Number</u>	<u>%</u>
A	397	349	87.9
B	245	199	81.2
C	169	132	78.1
<u>D</u>	<u>121</u>	<u>111</u>	<u>91.7</u>
Total	932**	791	84.9

* = The program used was the Grey Advertising modified version of BMD 07M, June 1970, Bio-medical Computer Program, University of California Press.

** = 2 Respondents were not classified into any of the four segments.

APPENDIX I

DEVELOPMENT OF PERSONALITY SCORES

The procedure for the analysis of the psychological data was carried out in the following three steps, which are discussed in detail below:

- . Computation of factor scores.
 - . Assignment of respondents into high, medium and low factor score groups.
 - . Computation of differences between the segments.
1. Computation of factor scores:

The first step is to assign a weight to each point within the rating scale. Because a 4-point rating scale was used in this study, a weight from one to four was given to each statement depending on how it was rated; a weight of 4 for top-box, a weight of 3 for the second box, a weight of 2 for the third box, and a weight of 1 for the bottom box.

Next, the scores for each statement within a factor were added up in order to obtain a score for each psychological factor. Thus, if a factor had two statements, the score for the factor ranged from a minimum of 2 to a maximum of 8.

DEVELOPMENT OF PERSONALITY SCORES (CONT'D)

2. Assignment of respondents into high, medium and low factor score groups:

Based on the percent of respondents who scored 8, 7, 6, 5, 4, 3, 2, for a given factor (which totals to 100% for each factor), each factor is then divided, as evenly as possible, into 3 equal groups of thirds. See an example below:

<u>FACTOR NO. 8</u>	<u>TOTAL SAMPLE</u> <u>100%</u>
Scores: 8	17) } 35% HIGH
7	18) }
6	34) } 34% MEDIUM
5	19) }
4	7) } 31% LOW
3	3) }
2	2) }

The group that includes the highest scores 8, 7, etc. is designated the "high" group, the group with the lowest scores 4, 3, 2, etc. becomes the "low" group, etc.

DEVELOPMENT OF PERSONALITY SCORES (CONT'D)

3. Computation of differences between the segments:

The high, medium and low divisions for each factor is then carried over in a cross-tab for each segment vs. the balance.

The final operations are a difference computation. First, for each factor the percent in the low group is subtracted from the percent in the high group for each segment and balance score. This yields the factor score for the segment and balance. Secondly, the factor score for the balance is subtracted from the segment score to yield the profile score. For example.

	<u>SEGMENT</u>	<u>BALANCE</u>
	<u>A</u>	
<u>FACTOR NO. 1</u>		
High	30%	35%
Medium	35%	40%
Low	<u>35%</u>	<u>25%</u>
<u>FACTOR SCORES</u>	-5	+10
	-5 (-)	+10= -15PTS <u>PROFILE SCORE</u>

The profile scores are then charted in rank order from the highest positive to the highest negative.

APPENDIX J

J-1

FACT AND ATTITUDE BATTERY - FULL SCALE

	Strongly	Somewhat	Slightly	Slightly	Somewhat	Strongly
	AGREE			DISAGREE		
People who drink too much are morally weak.	23	17	14	13	16	18
It is easy to tell when someone has had too much to drink.	34	24	14	11	10	7
If people want to drink there is no way to stop them.	34	20	13	11	9	12
A good host or hostess provides alcoholic beverages.	8	14	18	16	15	28
A can of beer is less intoxicating than an average drink of liquor.	24	23	19	11	9	12
The only way to tell if a person is legally drunk is by the percent of alcohol in his blood.	38	21	11	11	8	11
A person's mood helps to determine how affected by alcohol they will be.	31	25	22	8	7	7
A small person will get drunk faster than a large person on the same number of drinks.	17	14	13	13	13	29
A person drinking on an empty stomach will get drunk faster on the same number of drinks than a person who has just eaten something.	61	21	9	3	3	3
A person who is used to drinking can drink more and not become drunk than a person who drinks only once in a while.	31	26	18	7	8	11
Alcoholic beverages are a stimulant.	28	17	13	7	8	26
Most people can control their drinking.	17	26	22	12	12	12
Drinking black coffee can help sober up a person.	18	24	25	20	7	15
If a person knows they have drunk too much they can compensate for it when they drive.	6	4	9	9	12	60
Alcohol is considered a drug.	47	18	12	6	6	9

FACT AND ATTITUDE BATTERY - FULL SCALE (CONT'D)

	Strongly	Somewhat	Slightly	Slightly	Somewhat	Strongly
	AGREE			DISAGREE		
Mixing different kinds of drinks can increase the effects of alcohol.	46	23	12	7	5	7
Most people who drink do so to get high.	18	20	17	17	15	13
Most people who drink do so only to feel relaxed.	10	22	25	16	14	12
Most people who drink do so to socialize better.	18	27	26	12	8	8
Television programs over-emphasize the social use of alcoholic beverages.	30	22	20	12	9	7
A cold shower can help sober up a person.	17	24	28	10	10	10
Out of every 10 traffic deaths, 5 are caused by drinking drivers.	39	26	18	9	5	3
Alcohol will affect a person faster if he's under medication like a tranquilizer or anti-depressant.	68	18	8	3	1	3
Teenagers should be allowed to drink in their homes.	13	16	22	10	11	25
Parents should be tolerant if their teenagers drink too much.	12	6	9	10	15	47
Parents should be more concerned about alcohol than marijuana.	20	16	16	14	14	20
It is the parents' responsibility to explain the use of alcoholic beverages to their teenagers.	72	16	7	2	1	2
Alcoholic beverages are a very important part of most parties.	22	20	17	12	11	16
It is dangerous to drive a car after only 1 or 2 drinks.	24	20	21	16	11	8
A drink of wine is less intoxicating than an average drink of liquor.	21	22	23	13	9	12

FACT AND ATTITUDE BATTERY - FULL SCALE (CONT'D)

	Strongly	Somewhat	Slightly	Slightly	Somewhat	Strongly
	AGREE			DISAGREE		
Parents should discourage teenagers from drinking.	47	17	15	10	5	5
Television advertising of beer and wine makes drinking attractive to teenagers.	36	23	16	9	8	7
For most people, it is hard to tell if the person is drunk unless you know him well.	10	19	16	17	18	20
Unless a person staggers or slurs his speech he is probably not drunk.	5	6	8	15	22	43
Problem drinkers cause more fatal accidents than social drinkers.	30	17	12	13	14	14
People should support strict law enforcement to reduce the drunk driving problem even if it means higher taxes.	45	26	14	5	4	6
When someone's killed in a drunk driving accident it's usually the drunk person.	8	6	6	13	21	46

APPENDIX K

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NATIONAL RESEARCH FOUNDATION FOR BUSINESS STATISTICS, INC.

708 THIRD AVENUE

NEW YORK, N. Y. 10017

661-2226

June, 1974

Job #10300 BR606

SOCIAL SURVEYSCREENING INTERVIEW

START 79-0
80-1

Time Interview Started _____	PSU # _____	5
		6
Time Interview Ended _____	CLUSTER # _____	7
		8
	L.S. LINE # _____	9

(ASK TO SPEAK TO THE MALE OR FEMALE HEAD OF THE HOUSEHOLD. IF HE/SHE IS NOT AT HOME SPEAK TO ANY RESPONSIBLE ADULT AT HOME. IF NO ONE IS AT HOME WHO CAN GIVE YOU SCREENING INFORMATION, RECORD ON CALLBACK SHEET AND MAKE APPOINTMENT TO COME BACK).

SCREENED MALE HEAD OF HOUSEHOLD.....[]	10-1
SCREENED FEMALE HEAD OF HOUSEHOLD.....[]	-2
SCREENED OTHER MALE ADULT.....[]	-3
SCREENED OTHER FEMALE ADULT.....[]	-4

Hello, my name is _____, I'm from the National Research Foundation. We're conducting a nationwide survey on various social issues and problems and I'd appreciate a few minutes of your time to answer a few questions.

- 1a. (FIND OUT NAME AND INFORMATION FOR EACH (18 AND OLDER) MALE AND FEMALE MEMBER IN HOUSEHOLD. LIST MALES IN MALE SECTION AND FEMALES IN FEMALE SECTION. PUT EACH PERSON ON SEPARATE LINE)

Please tell me the names and ages of each male and female, including yourself, 18 years of age and older. Start with the oldest and go to the youngest.

- 1b. (IF MORE THAN ONE MALE AND/OR FEMALE 18 YEARS AND OLDER ASK:) Which one of these men and/or women is the male and which one is the female head of the house? (CIRCLE ONE MALE AND ONE FEMALE)
- 1c. (SHOW EDUCATION CARD AND FOR EACH PERSON LISTED ASK:) What is the last grade completed by _____ (NAME)? (RECORD UNDER Q. 1c BELOW)
- 1d. Were any of these people in high school or a full-time college student (that is, more than 12 hours of classes a week) during this current year? (RECORD IN COLUMN 1d.)

MALE SCREENING SELECTION

Q. 1a.		1b.	1c. Education					1d.
Name of Household Member	Age	Male Head of House	A. 8th Grade or Less	B. Some High School	C. Grad High School	D. Some College	E. Completed College or More	High School Or Full-Time College Student
Male Members of Household								
	11							
1. _____	12	13-1	14-1	-2	-3	-4	-5	15-1
	16							
2. _____	17	18-1	19-1	-2	-3	-4	-5	20-1
	21							
3. _____	22	23-1	24-1	-2	-3	-4	-5	25-1
	26							
4. _____	27	28-1	29-1	-2	-3	-4	-5	30-1

FEMALE SCREENING SELECTION

Q. 1a		1b.	1c. Education					1d.
Name of Household Member	Age	Female Head of House	A. 8th Grade or Less	B. Some High School	C. Grad High School	D. Some College	E. Completed College or More	High School Or Full-Time College Student
Female Members of Household								
	31							
1. _____	32	33-1	34-1	-2	-3	-4	-5	35-1
	36							
2. _____	37	38-1	39-1	-2	-3	-4	-5	40-1
	41							
3. _____	42	43-1	44-1	-2	-3	-4	-5	45-1
	46							
4. _____	47	48-1	49-1	-2	-3	-4	-5	50-1

ON THIS QUESTIONNAIRE YOU MUST INTERVIEW A FEMALE

INTERVIEWER: YOU ARE TO INTERVIEW A SELECTED RESPONDENT WHO IS A FEMALE. THESE FEMALES MUST BE

- . 18-55 YEARS OF AGE
- . NOT IN HIGH SCHOOL OR FULL-TIME COLLEGE (NOT CIRCLED IN COL. 1d)

WRITE IN BELOW THE NAMES OF THE FEMALES WHO MEET THESE QUALIFICATIONS. PUT EACH PERSON ON A SEPARATE LINE STARTING WITH THE OLDEST AND GO TO THE YOUNGEST. IF ONLY ONE FEMALE QUALIFIES, INTERVIEW THIS FEMALE. IF MORE THAN ONE FEMALE QUALIFIES, INTERVIEW THE FEMALE LISTED ON THE LINE WITH THE HIGHEST NUMBER OR LOWEST LINE THAT IS CIRCLED FOR EXAMPLE, IF LINES 1 AND 3 ARE CIRCLED, YOU ARE TO INTERVIEW THE PERSON LISTED ON LINE 3. IF NO ONE IS LISTED ON THE THIRD LINE, THEN THE PERSON ON LINE 1 WILL BE INTERVIEWED.

51-2

NAMES OF FEMALES 18-55, NOT IN HIGH SCHOOL OR FULL-TIME COLLEGE

52. (1.) _____
- 2. _____
- 3. _____
- 4. _____

IF THE SELECTED RESPONDENT IS THE PERSON YOU ARE SPEAKING TO, CONTINUE WITH THE FULL QUESTIONNAIRE Q.1.

IF THE SELECTED RESPONDENT IS NOT AVAILABLE, AT THE TIME OF THIS INITIAL CALL, MAKE AN APPOINTMENT FOR WHEN SHE IS LIKELY TO BE AVAILABLE. RECORD IN CALLBACK RECORD BELOW. NOW CONTINUE, WITH HOUSEHOLD RESPONDENT TO Q.2 ON SCREENER.

Date/Time Arranged For Callback _____

CLASSIFICATION

And now, a few more questions for classification purposes--

2a. In total how many people, including yourself, live in this household?

(WRITE IN) _____ 53
(Number) _____ 54

SKIP 55-56

2b. How many of these people are (READ LIST, WRITE IN NUMBERS)

14-18	_____	57	
		58	→ ASK Q.2c
		59	
6-13	_____	60	→ SKIP TO Q.3
		61	
5 or Younger	_____	62	→ SKIP TO Q.3

2c. Did any of the 14 to 18 year olds attend high school this year?

YES [] 63-1
NO [] -2

→ GO TO Q. 3

INTERVIEWER: CHECK Q.1b. IF THERE IS A MALE HEAD OF HOUSEHOLD YOU ARE TO ASK QUESTIONS 3a, b, c ABOUT HIM.

IF THERE IS NO MALE HEAD OF HOUSEHOLD, YOU ARE TO ASK QUESTIONS 3a, b, c ABOUT FEMALE HEAD OF HOUSEHOLD

MALE HEAD OF HOUSEHOLD

64X

3a. What kind of work does he do? (PROBE FOR DETAILS - RECORD BELOW)

65

66

67

(TYPE OF WORK)

68

3b. HAND MARITAL STATUS CARD TO RESPONDENT
Which letter on the card corresponds to his marital status? (RECORD)

A. Married [] 69-1

B. Single [] -2

C. Divorced [] -3

D. Widowed [] -4

E. Separated [] -5

Refused/DK [] -6

FEMALE HEAD OF HOUSEHOLD

64X

What kind of work does she do? (PROBE FOR DETAILS - RECORD BELOW)

65

66

67

(TYPE OF WORK)

68

HAND MARITAL STATUS CARD TO RESPONDENT
Which letter on the card corresponds to her marital status? (RECORD)

A. Married [] 69-1

B. Single [] -2

C. Divorced [] -3

D. Widowed [] -4

E. Separated [] -5

Refused/DK [] -6

3c. HAND RESPONDENT INCOME CARD

And would you tell me now the letter on this card which corresponds to the total income in this household from all sources before taxes? (RECORD RESPONSE BELOW)

A. Under \$4,000 [] 70-1

B. \$4,000-\$4,999 [] -2

C. \$5,000-\$5,999 [] -3

D. \$6,000-\$6,999 [] -4

E. \$7,000-\$7,999 [] -5

F. \$8,000-\$8,999 [] -6

G. \$9,000-\$9,999 [] -7

H. \$10,000-\$14,999 [] -8

I. \$15,000-\$19,999 [] -9

J. \$20,000-\$24,999 [] -0

K. \$25,000 AND OVER [] -X

DON'T KNOW [] -Y

REFUSED [] 71-1

(RECORD BUT DO NOT ASK) -

RACE

White [] 72-1

Black [] -2

Oriental [] -3

Other [] -4

RESPONDENT'S NAME _____ TELEPHONE NO. _____

ADDRESS _____ CITY _____ STATE _____

INTERVIEWER'S NAME _____ DATE _____

END 79-0
80-1

NATIONAL RESEARCH FOUNDATION FOR BUSINESS STATISTICS, INC.

708 THIRD AVENUE

NEW YORK, N. Y. 10017

June, 1974

661-2226

Job #10300BR606

TIME STARTED _____

PSU # _____

TIME ENDED _____

CLUSTER # _____

START 79-0
80-3SOCIAL SURVEY
FULL QUESTIONNAIRERECORD: Selected respondent is Male ☐ 5-1
Female ☐ -2

1. RE-INTRODUCE YOURSELF, IF NECESSARY AND SAY: There are many problems and social issues facing our country at this time. HAND CARD A TO RESPONDENT SAYING: For each of the problems I read to you would you please tell me which letter on this card best describes how important you feel the problem is.

FOR EACH PHRASE READ: How important a problem do you think _____ (PROBLEM) is? RECORD

	IMPORTANT					
	A Extremely 6	B Very 5	C Quite 4	D Rather 3	E Not Too 2	F Not At All 1
The energy crisis.....	[]	[]	[]	[]	[]	[] 6
Crime in the streets.....	[]	[]	[]	[]	[]	[] 7
Drug abuse.....	[]	[]	[]	[]	[]	[] 8
Corruption in the government.....	[]	[]	[]	[]	[]	[] 9
Pollution of the environment.....	[]	[]	[]	[]	[]	[] 10
Drunk driving.....	[]	[]	[]	[]	[]	[] 11
Inflation.....	[]	[]	[]	[]	[]	[] 12
Racial Conflicts.....	[]	[]	[]	[]	[]	[] 13
Unemployment.....	[]	[]	[]	[]	[]	[] 14
Alcoholism.....	[]	[]	[]	[]	[]	[] 15

2. We are discussing these social issues with many people across our country. You have been randomly selected to be interviewed on the topic of the use of alcoholic beverages and their place in society today. We are speaking to both drinkers and non-drinkers about this subject. Your opinions will be very valuable and kept in the strictest confidence.
3. As you know some people feel one way, some feel another about the use of alcoholic beverages. I'm going to give you a series of cards, each of which has a statement describing some aspect surrounding the use of alcoholic beverages. We would like you to tell us how much you agree with each of these aspects. To help you give us your opinion, we'll use this Opinion Rater (SHOW RESPONDENT "STRONGLY AGREE" TO "STRONGLY DISAGREE" SCALE ON OPINION RATER). As you can see, there are six boxes -- each with a different label -- going from "Strongly Agree" to "Strongly Disagree." (POINT TO WORDS)

Please place each of these cards in the box that best describes how much you agree with it.

Here is the first card (HAND GREEN PRACTICE CARD). How much do you agree that "Fresh air sobers a person up"? Please place the card in the box that best describes how much you agree with this statement. Now, please place each of the remaining cards in the boxes that best describes how much you agree with the statement.

(SHUFFLE YELLOW STATEMENT CARDS AND HAND TO RESPONDENT. COLLECT CARDS AFTER RESPONDENT IS FINISHED AND PLACE IN APPROPRIATE ENVELOPES. ENTER ANSWERS ON QUESTIONNAIRE AFTER THE INTERVIEW IS COMPLETE)

START 79-0
80-2

START 79-0
80-2

STRONG- LY	SOME- WHAT	SLIGHT- LY	SLIGHT- LY	SOME- WHAT	STRONG- LY	
A G R E E	-6	-5	-4	-3	-2	-1
D I S A G R E E						
1. People who drink too much are morally weak.						
2. It is easy to tell when someone has had too much to drink.						
3. If people want to drink there is no way to stop them.						
4. A good host or hostess provides alcoholic beverages.						
5. A can of beer is less intoxicating than an average drink of liquor.						
6. The only way to tell if a person is legally drunk is by the percent of alcohol in his blood.						
	-6	-5	-4	-3	-2	-1
7. A person's mood helps to determine how affected by alcohol they will be						
8. A small person will get drunk faster than a large person on the same number of drinks.						
9. A person drinking on an empty stomach will get drunk faster on the same number of drinks than a person who has just eaten something.						
10. A person who is used to drinking can drink more and not become drunk than a person who drinks only once in a while.						
	-6	-5	-4	-3	-2	-1
11. Alcoholic beverages are a stimulant.						
12. Most people can control their drinking.						
13. Drinking black coffee can help sober up a person.						
14. If a person knows they have drunk too much they can compensate for it when they drive.						
15. Alcohol is considered a drug.						
16. Mixing different kinds of drinks can increase the effects of alcohol.						
	-6	-5	-4	-3	-2	-1
17. Most people who drink do so to get high						
18. Most people who drink do so only to feel relaxed.						
19. Most people who drink do so to socialize better						
20. Television programs over-emphasize the social use of alcoholic beverages.						
21. A cold shower can help sober up a person.						
22. Out of every 10 traffic deaths, 5 are caused by drinking drivers.						
23. Alcohol will affect a person faster if he's under medication like a tranquilizer or anti-depressant.						
	-6	-5	-4	-3	-2	-1

		STRONG- LY	SOME- WHAT	SLIGHT- LY	SLIGHT- LY	SOME- WHAT	STRONG- LY	
		A G R E E			D I S A G R E E			
		-6	-5	-4	-3	-2	-1	
24.	Teenagers should be allowed to drink in their homes.							28
25.	Parents should be tolerant if their teenagers drink too much.							29
26.	Parents should be more concerned about alcohol than marijuana.							30
27.	It is the parent's responsibility to explain the use of alcoholic beverages to their teenagers.							31
28.	Alcoholic beverages are a very important part of most parties.							32
29.	It is dangerous to drive a car after only 1 or 2 drinks.							33
		-6	-5	-4	-3	-2	-1	
30.	A drink of wine is less intoxicating than an average drink of liquor.							34
31.	Parents should discourage teenagers from drinking.							35
32.	Television advertising of beer and wine makes drinking attractive to teenagers.							36
33.	For most people, it is hard to tell if the person is drunk unless you know him well.							37
34.	Unless a person staggers or slurs his speech he is probably not drunk.							38
		-6	-5	-4	-3	-2	-1	
35.	Problem drinkers cause more fatal accidents than social drinkers.							39
36.	People should support strict law enforcement to reduce the drunk driving problem even if it means higher taxes.							40
37.	When someone's killed in a drunk driving accident it's usually the drunk person.							41

END 79-0
80-2

- 4a. In the past 3 months, have you found yourself in a social or business situation where alcoholic beverages were served?

Yes.....[] 6-1 → CONTINUE

No.....[] -2 → "X" NO CONTACT
ON FOLD-OUT SHEET
AND SKIP TO Q.7a

- b. HAND CARD B TO RESPONDENT AND SAY: Which letter on this card best describes how frequently in the past 3 months you found yourself in a social or business situation where alcoholic beverages were served. RECORD BELOW AND FOLLOW FOLD-OUT RECORDING INSTRUCTIONS.

- | | | |
|--|----------|---|
| A. Daily..... | [] 17-1 | → "X" FREQUENT CONTACT
ON FOLD-OUT SHEET |
| B. 5 to 6 times a week..... | [] -2 | |
| C. 2 to 4 times a week..... | [] -3 | |
| D. Once a week..... | [] -4 | |
| E. Once every 2 weeks..... | [] -5 | |
| F. Once every 3 weeks..... | [] -6 | |
| G. Once a month..... | [] -7 | |
| H. Once every 2 months..... | [] -8 | → "X" INFREQUENT CONTACT
ON FOLD-OUT SHEET |
| I. Less than once every
2 months..... | [] -9 | |

- c. Were these alcohol related situations only social situations, only business situations or both business and social situations? (RECORD BELOW AND FOLLOW SKIP PATTERN, IF NECESSAR.)

Only social situations.....	[] 18-1	→ FINISH Q.4, THEN SKIP TO Q.5c
Only business situations.....	[] -2	→ SKIP TO Q.5a
Both social and business.....	[] -3	→ ASK 4d-f AND Q.5

- d. In the past 3 months at the alcohol related social situations you attended did any of these take place at _____ (READ EACH LOCATION BELOW, RECORD IN COL.4d)?

- e. FOR EACH "YES" IN COL.4d, ASK: How many times during the past 3 months were you in _____ (READ "YES" LOCATION) where alcoholic beverages were served?
Would you say it was 1-4 times, 5-10 times or more than 10 times? RECORD IN COLUMN 4e.
REPEAT FOR EACH "YES" LOCATION.

		Col. 4d LOCATIONS		Col. 4e NUMBER OF TIMES		
		NO	YES	1-4	5-10	OVER 10
1.	A friend's home.....	[]	[]	19-1	[] 20-1	[] -2 [] -3
2.	A relative's home.....	[]	[]	-2	[] 21-1	[] -2 [] -3
3.	A bar, restaurant or lounge where a meal was the primary reason for attending.....	[]	[]	-3	[] 22-1	[] -2 [] -3
4.	A bar, restaurant or lounge where a meal was not the primary reason for attending.....	[]	[]	-4	[] 23-1	[] -2 [] -3
5.	A social occasion in your own home.....	[]	[]	-5	[] 24-1	[] -2 [] -3
6.	A recreational event, such as a sporting event, picnic, etc.....	[]	[]	-6	[] 25-1	[] -2 [] -3
7.	Riding in a car.....	[]	[]	-7	[] 26-1	[] -2 [] -3

- 4f. FOR MALE RESPONDENT ASK: What percent of these social situations were "Male Only" drinking situations? READ LIST, RECORD, SKIP TO 5a.

FOR FEMALE RESPONDENT ASK: What percent of these social situations were "Female Only" drinking situations? READ LIST, RECORD, GO TO 5a.

4F
MALE/FEMALE

0 - 10%.....	[] 27-1
11 - 25%.....	[] -2
26 - 50%.....	[] -3
51 - 75%.....	[] -4
76 and over.....	[] -5

5a. During the past 3 months where the alcohol related situation was a business situation, did any of these take place at _____ (READ EACH LOCATION, RECORD IN COLUMN 5a)?

5b. FOR EACH "YES" IN COLUMN 5a, ASK: How many times during the past 3 months were you at _____ (READ "YES" LOCATION) where alcoholic beverages were served?

Col. 5a				Col. 5b			
LOCATION				NUMBER OF TIMES			
		NO	YES	1-4		5-10	MORE THAN 10
1.	An office party.....	[]	[]	28-1	[]	29-1	[] -2 [] -3
2.	A business luncheon or other appointment outside the office at noontime.....	[]	[]	-2	[]	30-1	[] -2 [] -3
3.	A business meeting or convention.....	[]	[]	-3	[]	31-1	[] -2 [] -3
4.	Meetings of Chamber of Commerce, Elks or like organizations.....	[]	[]	-4	[]	32-1	[] -2 [] -3
5.	A business appointment in the evening.....	[]	[]	-5	[]	33-1	[] -2 [] -3

5c. INTERVIEWER: CHECK FOLD OUT SHEET, IF RESPONDENT IS "X"ED IN CIRCLE ("FREQUENT CONTACT") CONTINUE WITH Q.6a.

IF RESPONDENT IS NOT "X"ED IN CIRCLE ("FREQUENT CONTACT") ON FOLD-OUT, SKIP TO Q.7
(RESPONDENT DOES NOT ANSWER SECTION I OF ANSWER BOOKLET)

6a. HAND ANSWER BOOKLET TO RESPONDENT AND SAY: In section one of this booklet (HAVE RESPONDENT OPEN TO GREEN PAGE) there are a series of situations you and I may find ourselves in.

Would you start by reading situation number 1 carefully and rate how likely you are to do each of the 5 actions for each of the different persons by putting an "X" in the scale box which best describes how likely you are to take that action.

(MAKE SURE RESPONDENT KNOWS WHERE TO RECORD ANSWERS, AND THAT THEY RATE EACH ACTION FOR EACH PERSON BY TAKING ONE MEASURE AT A TIME AND RATING IT FOR ALL PERSONS UNTIL ALL THE ACTIONS ARE DONE.

WHEN RESPONDENT FINISHES THE RATING OF ASPECTS, ASK THEM TO NOW ANSWER Q.1 ON THE LAST GREEN PAGE.

6b. HAND CARD C TO THE RESPONDENT AND SAY: There have been many actions suggested as a way of reducing the problem of driving after excessive drinking before it happens. For each of the following suggested actions I read, please tell me which letter on this card best describes how likely you are to do the suggested action.

How likely are you to _____ (READ "X"ED ACTION)? RECORD. START AT "X"ED ACTION, ASK ALL ACTIONS.

START AT
"X"ED ACTION,
ASK ALL

		Likely To Do						
		A	B	C	D	E	F	
		Extremely	Very	Quite	Rather	Not Too	Not At All	
		6	5	4	3	2	1	
☐	Host/Hostess a party where no alcoholic beverages are served.....	[]	[]	[]	[]	[]	[]	34
☐	As a host/hostess, plan for sober party transportation for your guests.....	[]	[]	[]	[]	[]	[]	35
☐	Provide and arrange for overnight lodging for your guests.....	[]	[]	[]	[]	[]	[]	36
☐	Attend a party where no alcoholic beverages are served.....	[]	[]	[]	[]	[]	[]	37
☐	Plan to serve food at a party with the drinks to reduce the effects of alcohol.....	[]	[]	[]	[]	[]	[]	38
☐	Plan a party where drinking is cut off at a certain hour and replaced with non-alcoholic beverages and food.....	[]	[]	[]	[]	[]	[]	39
☐	Call a taxi for a person who drank too much.....	[]	[]	[]	[]	[]	[]	40
☐	As a host/hostess, refuse to serve more drinks to a guest who is becoming intoxicated.....	[]	[]	[]	[]	[]	[]	41
☒	Exclude from your parties persons who drink too much.....	[]	[]	[]	[]	[]	[]	42
☐	Subscribe to a community plan to provide party transportation, e.g. a party bus.....	[]	[]	[]	[]	[]	[]	43
☐	Work to get television to moderate the showing of drinking as a "must" in social situations.....	[]	[]	[]	[]	[]	[]	44
☐	Treat seriously any conversation on drinking and driving, particularly when people are treating it lightly.....	[]	[]	[]	[]	[]	[]	45
☐	Report to authorities stores or bars that sell alcoholic beverages to persons under the legal age.....	[]	[]	[]	[]	[]	[]	46
☐	Use party napkins, coasters and favors with messages encouraging responsible drinking.....	[]	[]	[]	[]	[]	[]	47
☐	Provide for guests, a simple inexpensive test device that would indicate whether or not it was dangerous for them to drive..	[]	[]	[]	[]	[]	[]	48

7a. Have you heard of the term "Problem Drinker"?

Yes [] 49-1



What does the term mean to you?
RECORD VERBATIM BELOW.

No [] -2



What do you think the term might mean?
RECORD VERBATIM BELOW.

_____	50
_____	51
_____	52
_____	53

7b. HAND ANSWER BOOK TO RESPONDENT OPEN TO SECTION II, BUFF PAGES, AND SAY: On the left hand side of this page there are a list of aspects of personality or behavior that could be associated with the problem drinker. Would you rate each aspect according to how you feel the aspect is characteristic of the problem drinker?

MAKE SURE RESPONDENT UNDERSTANDS HOW TO RATE THE ASPECTS. AFTER RESPONDENT HAS RATED THE ASPECTS, ASK THE RESPONDENT TO COMPLETE QUESTION 1 ON PAGE 7 OF THE BUFF PAGES AND FOLLOW THE INSTRUCTIONS AS TO WHETHER THEY COMPLETE ALL THE PARTS OF Q.2.

- 8a. HAND CARD D TO RESPONDENT AND SAY: On this card you will find several possible outcomes that could happen to a driver who has been drinking so heavily that he or she would be considered legally drunk.

If that driver were a teenager, which one letter on this card best describes the outcome that is most likely to happen? (RECORD ON TEENAGE LINE.) Which letter best describes the next most likely outcome? (RECORD.) Which letter best describes the third most likely outcome? (RECORD.)

- 8b. If the driver were an average social drinker who had been drinking so heavily he would be considered legally drunk, which one letter best describes the outcome that is most likely to happen to him? (RECORD ON SOCIAL DRINKER LINE.) Which letter best describes the next most likely outcome? (RECORD.) Which letter best describes the third most likely outcome? (RECORD.)

- 8c. If the driver was a problem drinker who was legally drunk, which one letter on the card best describes the outcome most likely to happen to him? (RECORD ON PROBLEM DRINKER LINE.) Which letter best describes the next most likely outcome? (RECORD.) Which letter best describes the third most likely outcome? (RECORD.)

	MOST LIKELY OUTCOME							NEXT MOST LIKELY OUTCOME							THIRD MOST LIKELY OUTCOME						
	A 6	B 5	C 4	D 3	E 2	F 1		A 6	B 5	C 4	D 3	E 2	F 1		A 6	B 5	C 4	D 3	E 2	F 1	
Teenager	☐	☐	☐	☐	☐	☐	54	☐	☐	☐	☐	☐	☐	57	☐	☐	☐	☐	☐	☐	60
Social Drinker	☐	☐	☐	☐	☐	☐	55	☐	☐	☐	☐	☐	☐	58	☐	☐	☐	☐	☐	☐	61
Problem Drinker	☐	☐	☐	☐	☐	☐	56	☐	☐	☐	☐	☐	☐	59	☐	☐	☐	☐	☐	☐	62

- 8d. HAND CARD E TO RESPONDENT AND SAY: Which letter best describes how likely a person is to be arrested and convicted when stopped for drunk driving if that person were _____ (READ PERSON)? REPEAT FOR EACH PERSON.

A	B	C	D
Very Likely	Quite Likely	Rather Likely	Not Too Likely
4	3	2	1

1. An adult female.....[].....[].....[].....[] 63
2. A young person, under the
legal drinking age.....[].....[].....[].....[] 64
3. A prominent citizen.....[].....[].....[].....[] 65
4. An adult male.....[].....[].....[].....[] 66
5. An adult minority group member.....[].....[].....[].....[] 67
6. A young person, who is older than
the legal drinking age.....[].....[].....[].....[] 68

9a. If an average-sized person of about 150 lbs, was drinking beer over a one-hour period, how many cans could the person have and still not be legally drunk? DO NOT READ LIST, RECORD IN COLUMN 9a.

9b. If this same person was drinking liquor in a one-hour period, how many drinks of liquor could they have and still not be legally drunk? DO NOT READ LIST, RECORD IN COLUMN 9b.

	Col. 9a Cans of Beer	Col. 9b Drinks of Liquor
1.....	[] 69-1.....	[] 70-1
2.....	[] -2.....	[] -2
3.....	[] -3.....	[] -3
4.....	[] -4.....	[] -4
5 or more.....	[] -5.....	[] -5

9c. In your state, what is the legal age that you may purchase and drink alcoholic beverages? (RECORD IN COLUMN 9c.)

9d. If you could set the legal age for drinking in your state, what age would it be? (RECORD IN COLUMN 9d.)

	Col. 9c Current Legal Age	Col. 9d Respondents Legal Age
Under 15 years of age.....	[] 71-1.....	[] 72-
16 years old.....	[] -2.....	[] -2
17 years old.....	[] -3.....	[] -3
18 years old.....	[] -4.....	[] -4
19 years old.....	[] -5.....	[] -5
20 years old.....	[] -6.....	[] -6
21 years old.....	[] -7.....	[] -7
22 years old.....	[] -8.....	[] -8
23 years old.....	[] -9.....	[] -9
24 years old.....	[] -0.....	[] -0
25 years old.....	[] -x.....	[] -x
Over 25 years old.....	[] -y.....	[] -y

END 79-0 80-3

10. FOR ALL RESPONDENTS, HAND ANSWER BOOK TO RESPONDENT OPEN TO SECTION 3 ON WHITE PAGES AND SAY: This part of the booklet contains a number of statements people have made about themselves. For each of the statements we would like you to simply put an "X" in the box which best describes how true or untrue the statement is about you.

Here again there are no right or wrong answers. What you, yourself, think is what matters. Remember to "X" one box and one box only, for each statement.

MAKE SURE RESPONDENT FULLY UNDERSTANDS. IF FOR ANY REASON THEY OBJECT, DON'T FORCE THEM TO COMPLETE SECTION.

WHEN THEY ARE FINISHED SECTION 3, TURN TO SECTION 4 BLUE PAGE OF ANSWER BOOK AND READ INSTRUCTION IN Q. 11.

11. ASK RESPONDENT TO TURN TO SECTION 4 BLUE PAGE OF ANSWER BOOKLET AND SAY: In this section, like all other sections of the questionnaire, the answers you give will be combined with the answers of many people so that your individual responses will never be looked at separately. Would you please start at Question 1 of Section 4. Answer this question to the best of your ability by "X"ing the box that best describes your answer and then follow the instruction to the right of your answer.

MAKE SURE RESPONDENT UNDERSTANDS, ASSIST IF NECESSARY. WHEN THIS SECTION IS FINISHED TAKE BACK THE BOOKLET.

L-15

START 79-0
80-6

SKIP 43-60

15a. Are you employed full-time, part-time, or currently unemployed?

- Employed full-time.....[] 61-1
 - part-time.....[] -2
 - Unemployed.....[] -3
- GO TO 15c
- SKIP TO 16a

15b. What kind of work do you do? (PROBE FOR DETAILS - RECORD BELOW.)

_____ 62

(TYPE OF WORK)

_____ 63

(TITLE)

ASK EVERYBODY

(HAND RESPONDENT INCOME CARD.)

15a. And would you tell me please which letter on this card best corresponds to the total income in this household from all sources before taxes? (RECORD BELOW.)

- | | |
|---------------------------------|-----------------------------------|
| A. Under \$4,000.....[] 64-1 | H. \$10,000 - \$14,999.....[] -1 |
| B. \$4,000 - \$4,999.....[] -2 | I. \$15,000 - \$19,999.....[] -2 |
| C. \$5,000 - \$5,999.....[] -3 | J. \$20,000 - \$24,999.....[] -0 |
| D. \$6,000 - \$6,999.....[] -4 | K. \$25,000 & over.....[] -x |
| E. \$7,000 - \$7,999.....[] -5 | Refused/ |
| F. \$8,000 - \$8,999.....[] -6 | Don't know.....[] -y |
| G. \$9,000 - \$9,999.....[] -7 | |

(HAND RESPONDENT WEIGHT/HEIGHT CARD.)

16b. Which letter best describes your current weight? (RECORD IN WEIGHT COLUMN.)

Which letter best describes your height? (RECORD IN HEIGHT COLUMN.)

- | <u>WEIGHT</u> | | <u>HEIGHT</u> | |
|-------------------------------|--|---------------------------------|--|
| A. Under 100 lbs.....[] 65-1 | | A. Under 5 ft.....[] 66-1 | |
| B. 100 - 134 lbs.....[] -2 | | B. 5 ft. - 5 ft. 6 inches[] -2 | |
| C. 135 - 154 lbs.....[] -3 | | C. 5 ft. 7 inches - 6 ft.[] -3 | |
| D. 155 - 190 lbs.....[] -4 | | D. Over 6 ft.....[] -4 | |
| E. Over 190 lbs.....[] -5 | | Refused.....[] -5 | |
| Refused.....[] -6 | | | |

16c. How old were you on your last birthday?

- | | |
|-------------------------|-------------------------|
| Under 18.....[] 67-1 | 22 years old.....[] -6 |
| 18 years old.....[] -2 | 23 years old.....[] -7 |
| 19 years old.....[] -3 | 24 years old.....[] -8 |
| 20 years old.....[] -4 | 25 years old.....[] -9 |
| 21 years old.....[] -5 | Over 25.....[] -0 |
| | Refused.....[] -x |

RECORD BUT DO NOT ASK:

RACE

- White.....[] 68-1
- Black.....[] -2
- Oriental.....[] -3
- Other.....[] -4

END 79-0
80-6

Thank you very much for your cooperation.

NAME _____ PHONE _____

ADDRESS _____ CITY _____ STATE _____

INTERVIEWER'S NAME _____ DATE _____

I have received \$5 for the completed questionnaire.

FOLD- OUT SHEET

No Social Contact.....[]

Frequent Social Contact.....☒

Infrequent Social Contact.....[]

L-18

Job # 10300BR606

ANSWER BOOKLET

RESPONDENT'S NAME _____ TELEPHONE # _____

ADDRESS _____ CITY/STATE _____ ZIP CODE _____

INTERVIEWER'S NAME _____ DATE _____

SITUATION 1: You are in your own home and a person is very drunk and about to drive a car.

IF THAT PERSON WERE:

A Close Friend or Relative	A Casual Acquaintance	Someone You Just Met
----------------------------------	-----------------------------	----------------------------

MEASURES

1. Make the suggestion to the person that you drive him home

Extremely likely.....	☐ 5-6.....	☐ 6-6.....	☐ 7-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

2. Suggest to the person that they stay overnight at your home

Extremely likely.....	☐ 8-6.....	☐ 9-6.....	☐ 10-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

3. Try to take their car keys away if they insist on driving

Extremely likely.....	☐ 11-6.....	☐ 12-6.....	☐ 13-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

4. Physically restrain them if they insist on driving

Extremely likely.....	☐ 14-6.....	☐ 15-6.....	☐ 16-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

5. When other measures fail, call the police to prevent their driving

Extremely likely.....	☐ 17-6.....	☐ 18-6.....	☐ 19-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

SITUATION 2: You are in a friend's home and a person is very drunk and about to drive a car.

MEASURES	IF THAT PERSON WERE:		
	A Close Friend or Relative	A Casual Acquaintance	Someone You Just Met
1. <u>Make the suggestion to the person that you drive him home</u>			
Extremely likely.....	☐ 20-6.....	☐ 21-6.....	☐ 22-6.....
Very likely.....	☐ -5.....	☐ -5.....	☐ -5.....
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4.....
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3.....
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2.....
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1.....
2. <u>Suggest to the person that they stay overnight at your home</u>			
Extremely likely.....	☐ 23-6.....	☐ 24-6.....	☐ 25-6.....
Very likely.....	☐ -5.....	☐ -5.....	☐ -5.....
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4.....
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3.....
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2.....
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1.....
3. <u>Try to take their car keys away if they insist on driving</u>			
Extremely likely.....	☐ 26-6.....	☐ 27-6.....	☐ 28-6.....
Very likely.....	☐ -5.....	☐ -5.....	☐ -5.....
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4.....
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3.....
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2.....
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1.....
4. <u>Physically restrain them if they insist on driving</u>			
Extremely likely.....	☐ 29-6.....	☐ 30-6.....	☐ 31-6.....
Very likely.....	☐ -5.....	☐ -5.....	☐ -5.....
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4.....
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3.....
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2.....
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1.....
5. <u>When other measures fail, call the police to prevent their driving</u>			
Extremely likely.....	☐ 32-6.....	☐ 33-6.....	☐ 34-6.....
Very likely.....	☐ -5.....	☐ -5.....	☐ -5.....
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4.....
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3.....
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2.....
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1.....

SITUATION 3: You are in a bar or public drinking place and a person is very drunk and about to drive a car.

MEASURES

IF THAT PERSON WERE:

A Close Friend or Relative	A Casual Acquaintance	Someone You Just Met
----------------------------------	-----------------------------	----------------------------

1. Make the suggestion to the person that you drive him home

Extremely likely.....	☐ 35-6.....	☐ 36-6.....	☐ 37-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

2. Suggest to the person that they stay overnight at your home

Extremely likely.....	☐ 38-6.....	☐ 39-6.....	☐ 40-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

3. Try to take their car keys away if they insist on driving

Extremely likely.....	☐ 41-6.....	☐ 42-6.....	☐ 43-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

4. Physically restrain them if they insist on driving

Extremely likely.....	☐ 44-6.....	☐ 45-6.....	☐ 46-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

5. When other measures fail, call the police to prevent their driving

Extremely likely.....	☐ 47-6.....	☐ 48-6.....	☐ 49-6
Very likely.....	☐ -5.....	☐ -5.....	☐ -5
Quite likely.....	☐ -4.....	☐ -4.....	☐ -4
Rather likely.....	☐ -3.....	☐ -3.....	☐ -3
Not too likely.....	☐ -2.....	☐ -2.....	☐ -2
Not at all likely.....	☐ -1.....	☐ -1.....	☐ -1

SECTION 1

- 1a. In the past year, were you in a situation where someone had been drinking too heavily and was about to drive a car? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I was in the situation..... ☐ 50-1 → ANSWER Q.1b
 No, I was not in the situation.... ☐ -2 → RETURN ANSWER BOOK TO INTERVIEWER

- 1b. Take the most recent situation and please "X" the phrase that best describes your relationship with the person who had been drinking heavily and was about to drive.

Close friend or relative..... ☐ 51-1
 Casual acquaintance..... ☐ -2
 Someone I just met..... ☐ -3

→ "X" ANSWER AND GO TO Q.1c

- 1c. Which phrase best describes where the most recent situation took place? ("X" ANSWER, THEN PLEASE GO TO Q.1d.)

In your own home..... ☐ 52-1
 In a friend's home..... ☐ -2
 In a bar or public drinking place. ☐ -3

→ ANSWER AND GO TO Q.1d

- 1d. In the most recent situation, did you take any kind of action to stop the drunk person from driving? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I took action..... ☐ 53-1 → PLEASE ANSWER Q.1e
 No, I didn't take any action..... ☐ -2 → PLEASE ANSWER Q.1f

SECTION 1

- 1a. In the past year, were you in a situation where someone had been drinking too heavily and was about to drive a car? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I was in the situation..... ☐ 50-1 → ANSWER Q.1b
 No, I was not in the situation.... ☐ -2 → RETURN ANSWER BOOK TO INTERVIEWER

- 1b. Take the most recent situation and please "X" the phrase that best describes your relationship with the person who had been drinking heavily and was about to drive.

Close friend or relative.....	☐ 51-1	} → "X" ANSWER AND GO TO Q.1c
Casual acquaintance.....	☐ -2	
Someone I just met.....	☐ -3	

- 1c. Which phrase best describes where the most recent situation took place? ("X" ANSWER, THEN PLEASE GO TO Q.1d.)

In your own home.....	☐ 52-1	} → ANSWER AND GO TO Q.1d
In a friend's home.....	☐ -2	
In a bar or public drinking place.	☐ -3	

- 1d. In the most recent situation, did you take any kind of action to stop the drunk person from driving? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I took action..... ☐ 53-1 → PLEASE ANSWER Q.1e
 No, I didn't take any action..... ☐ -2 → PLEASE ANSWER Q.1f

- 1e. In your own words, please write out all the actions you took. _____ 54
 _____ 55
 _____ 56
 _____ 57

WHEN YOU ARE FINISHED RETURN ANSWER BOOK TO INTERVIEWER

- 1f. There are many reasons why people don't take action. In this particular situation would you "X" any of the reasons that best explains why you did not take any action? (YOU CAN "X" MORE THAN ONE REASON.)

- The person was hostile..... ☐ 58-1
 I was afraid of what others would say..... ☐ -2
 I wasn't sure about what could be done..... ☐ -3

 There were too many people involved already..... ☐ -4
 That person never listens to anyone anyhow..... ☐ -5
 I was afraid it would cause an ugly scene..... ☐ -6

 If others had helped me, I would have acted..... ☐ -7
 I wasn't sure how the person would react..... ☐ -8
 It wasn't my responsibility..... ☐ -9

 I didn't like the person..... ☐ -0
 I didn't want to lose the person's friendship..... ☐ -x
 I didn't know the person well..... ☐ -y
 I didn't feel close to the person..... ☐ 59-1

Write in any other reasons here _____
 _____ 60
 _____ 61

END 79-0
80-4

WHEN YOU ARE FINISHED PLEASE RETURN ANSWER BOOK TO THE INTERVIEWER

START 79-0
80-5

SECTION 2

LIKELIHOOD THAT THIS IS A CHARACTERISTIC OF A PROBLEM DRINKER:

	Extremely Likely 6	Very Likely 5	Quite Likely 4	Rather Likely 3	Not Too Likely 2	Not At All Likely 1	
Tends to be anti-social.....	☐	☐	☐	☐	☐	☐	5
Frequently drives after heavy drinking.....	☐	☐	☐	☐	☐	☐	6
Can not hold a steady job.....	☐	☐	☐	☐	☐	☐	7
Is a hostile person when drunk....	☐	☐	☐	☐	☐	☐	8
Frequently has family problems....	☐	☐	☐	☐	☐	☐	9
Is a lot of fun at parties.....	☐	☐	☐	☐	☐	☐	10
Had parents who drank too much....	☐	☐	☐	☐	☐	☐	11
Needs psychiatric care.....	☐	☐	☐	☐	☐	☐	12
Doesn't recognize his problem.....	☐	☐	☐	☐	☐	☐	13
Looks and acts normal, except when he/she is drinking....	☐	☐	☐	☐	☐	☐	14
Has repeated arrests for drunk driving.....	☐	☐	☐	☐	☐	☐	15
Can not control their drinking.....	☐	☐	☐	☐	☐	☐	16
Is addicted to alcohol.....	☐	☐	☐	☐	☐	☐	17

SECTION 2

- 1a. If a problem drinker were drunk and about to drive, would you be more likely to act because it was a problem drinker, act about the same whether a problem drinker or social drinker, or less likely to act because it is a problem drinker? Please "X" how likely you are to act for each of the actions below. (WHEN YOU ARE FINISHED ANSWER Q.1b.)

	MORE LIKELY TO DO BECAUSE IT IS A PROBLEM DRINKER 3	DO ABOUT THE SAME WHETHER PROBLEM OR SOCIAL DRINKER 2	LESS LIKELY TO DO BECAUSE IT IS A PROBLEM DRINKER 1	
Make the suggestion to the person that you drive him home.....	☐	☐	☐	18
Suggest to the person that they stay overnight at your home.....	☐	☐	☐	19
Try to take their car keys away if they insist on driving.....	☐	☐	☐	20
Physically restrain them if they insist on driving.....	☐	☐	☐	21
When all other measures fail, call the police to prevent their driving...	☐	☐	☐	22

- 1b. Using the definition of a problem drinker as "one who drinks so heavily that it seriously interferes with his or her work and family life", do you currently know, and come in contact with, anyone who fits this description? ("X" CORRECT ANSWER AND FOLLOW INSTRUCTION TO THE RIGHT OF THAT ANSWER.)

Yes..... ☐ 23-1 —————> PLEASE ANSWER Q.2
 No..... ☐ -2 —————> PLEASE RETURN ANSWER BOOK TO INTERVIEWER

SECTION 2

L-27

2a. Please "X" the answer box that best describes how many problem drinkers you know.

Just One.....	☐	24-1
Two.....	☐	-2
Three.....	☐	-3
Four or more.....	☐	-4

→ AFTER YOU HAVE ANSWERED HERE PLEASE GO TO Q.2b

2b. Regardless of how many problem drinkers you know, would you please "X" the answer box that best describes the relationship you have with the one problem drinker you are most familiar with. ("X" CORRECT ANSWER AND THEN PLEASE GO TO Q.2c.)

Male business acquaintance.....	☐	25-1
Female business acquaintance.....	☐	-2
Male member of immediate family.....	☐	-3
Female member of immediate family.....	☐	-4
Male relative not in immediate family.....	☐	-5
Female relative not in immediate family.....	☐	-6
Close male friend.....	☐	-7
Close female friend.....	☐	-8
Casual male acquaintance.....	☐	-9
Casual female acquaintance.....	☐	-0

2c. For this problem drinker whom you are most familiar with, would you "X" the rating box for each action to describe how likely you are to do the suggested action.

LIKELY TO DO FOR THE PROBLEM DRINKER					
Extremely	Very	Quite	Rather	Not Too	Not At All
6	5	4	3	2	1

See that the problem drinker is not invited to social situations where alcohol is served.....	☐	☐	☐	☐	☐	☐	26
Don't offer the problem drinker a drink.....	☐	☐	☐	☐	☐	☐	27
Work with organizations that are dealing with the problem.....	☐	☐	☐	☐	☐	☐	28
Refuse to protect the problem drinker so that employer and friends can learn about the problem....	☐	☐	☐	☐	☐	☐	29
Urge the problem drinker to get into self-help programs.....	☐	☐	☐	☐	☐	☐	30
Take their keys away from them if they insist on driving.....	☐	☐	☐	☐	☐	☐	31
Physically restrain them if they insist on driving.....	☐	☐	☐	☐	☐	☐	32
When other measures fail, call the police to prevent their driving....	☐	☐	☐	☐	☐	☐	33

<u>Very True</u> <u>About Myself</u> 4	<u>Quite True</u> <u>About Myself</u> 3	<u>Somewhat</u> <u>True</u> <u>About Myself</u> 2	<u>Not True</u> <u>At All</u> <u>About Myself</u> 1	
--	---	--	--	--

I do not like to see anyone receive bad news.....	☐	☐	☐	☐	34
--	--------------------------	--------------------------	--------------------------	--------------------------	----

I feel confident when directing the activity of others.....	☐	☐	☐	☐	35
---	--------------------------	--------------------------	--------------------------	--------------------------	----

If I have a problem, I like to work it out alone.....	☐	☐	☐	☐	36
--	--------------------------	--------------------------	--------------------------	--------------------------	----

I like the feeling of speed....	☐	☐	☐	☐	37
---------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	----

Rarely, if ever, do I do anything reckless.....	☐	☐	☐	☐	38
--	--------------------------	--------------------------	--------------------------	--------------------------	----

I spend a lot of time visiting friends.....	☐	☐	☐	☐	39
--	--------------------------	--------------------------	--------------------------	--------------------------	----

I believe the society we live in is pretty good the way it is.....	☐	☐	☐	☐	40
--	--------------------------	--------------------------	--------------------------	--------------------------	----

I enjoy helping people even if I don't know them very well.....	☐	☐	☐	☐	41
---	--------------------------	--------------------------	--------------------------	--------------------------	----

Trying to please people is a waste of time.....	☐	☐	☐	☐	42
--	--------------------------	--------------------------	--------------------------	--------------------------	----

If I can get away with it, I will break any law which I think is bad.....	☐	☐	☐	☐	43
---	--------------------------	--------------------------	--------------------------	--------------------------	----

Stupidity makes me angry.....	☐	☐	☐	☐	44
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	<u>Very True</u> <u>About Myself</u> 4	<u>Quite True</u> <u>About Myself</u> 3	<u>Somewhat</u> <u>True</u> <u>About Myself</u> 2	<u>Not True</u> <u>At All</u> <u>About Myself</u> 1	
I am careful about the things I do because I want to have a long and healthy life.....	☐	☐	☐	☐	45
I believe in giving friends lots of help and advice.....	☐	☐	☐	☐	46
When I am doing something, I often worry about what other people will think.....	☐	☐	☐	☐	47
I would make a lot of changes in the laws of this country if I could.....	☐	☐	☐	☐	48
I usually try to share my problems with someone who can help me.....	☐	☐	☐	☐	49
I obey the law even when I am convinced it is in need of change.....	☐	☐	☐	☐	50
I think it is better to be quiet than assertive.....	☐	☐	☐	☐	51
I try to get out of helping other people if I can.....	☐	☐	☐	☐	52
I find that I sometimes forget to "look before I leap".....	☐	☐	☐	☐	53
I will not go out of my way to behave in an approved way....	☐	☐	☐	☐	54
If someone is in trouble, I try not to become involved.....	☐	☐	☐	☐	55

SECTION 4

- 1a. Do you currently drink any type of alcoholic beverage? ("X" CORRECT ANSWER AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes..... ☐ 56-1 → PLEASE ANSWER Q.1b
 No..... ☐ -2 → PLEASE RETURN ANSWER BOOK TO INTERVIEWER

- 1b. Would you please "X" the type or types of alcohol beverage you most frequently drink. (YOU MAY "X" MORE THAN ONE IF NECESSARY, THEN PLEASE ANSWER QUESTION 1c.)

Beer..... ☐ 57-1
 Liquor (straight or mixed)..... ☐ -2
 Wine (any kind)..... ☐ -3

- 1c. On how many days did you have something to drink in the past week?

58

 WRITE IN NUMBER. PLEASE ANSWER Q.1d

- 1d. What was the most you had on any one day?

59
 60

 WRITE IN NUMBER. PLEASE ANSWER Q.1e

- 1e. At an average social situation where alcoholic beverages are served, how many drinks do you ordinarily have?

61
 62

 WRITE IN NUMBER THEN RETURN ANSWER
 BOOK TO INTERVIEWER.